

Chemist & Druggist

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JUNE 7 1975

THE NEWSWEEKLY FOR PHARMACY

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Novo 50 years of insulin research

Novo Industri A/S was founded on February 16, 1925. On that date, the first "Insulin Novo" was officially released on the Danish market. A few years earlier the two Canadian scientists Banting and Best had succeeded in isolating and extracting insulin from mammalian pancreas, a scientific achievement which proved to be the decisive turning point in the treatment of diabetes.

In the beginning, the production of Novo's insulins took place under modest conditions, but, nevertheless, the quality was high. About 10 years after its foundation, Novo was exporting to 40 countries all over the world, creating a sales volume, which made it possible to start research projects with the purpose of finding newer and more suitable types of insulin.

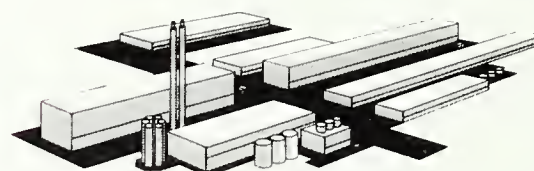
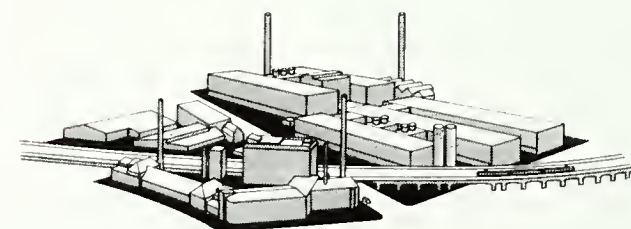
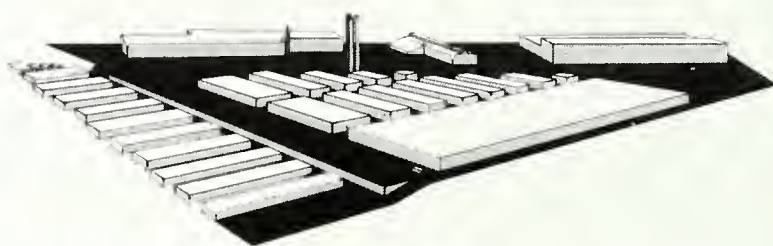
In this respect close contacts were established with diabetes specialists in hospitals in many different countries, and in 1938 Novo founded its own diabetes hospital in Denmark, a hospital which is specially equipped for the exclusive treatment of diabetes.

As a result of continuous, intensive research, Novo has throughout the years held a leading position and is today the world's greatest exporter of insulin. Several original preparations resulted from these research efforts, in particular, the Lente® insulins, which were developed in the beginning of the 1950's are worth mentioning. These Lente insulins – originated by Novo – cover about one third of the world's total insulin consumption and are sold either through Novo's own organisation or under licence. The discovery of Lente® can be considered as a milestone in the history of insulin but, Novo's research continued and led to the introduction of Actrapid® and Rapitard® Insulins. One of the latest results of Novo's research projects is the monocomponent (MC) insulins – as yet the purest insulin available.

During World War II, Novo started production of penicillin. This was the beginning of a development which led Novo into the fermentation industry, not only for the production of antibiotics, but subsequently also for the production of enzymes for various technical uses.

Apart from insulin and antibiotics, Novo has over the years developed and marketed a number of other pharmaceutical specialities, such as heparin for the prevention and treatment of thrombosis, glucagon for treatment of insulin shock in diabetics, psychopharmaceuticals as well as steroids for contraceptive and gynaecological applications.

Today, the export of ethical drugs and enzymes amounts to more than 95% of total turnover of the Novo Corporation. Subsidiaries and branch offices have been established in almost all European countries, USA, Africa, South America and the Far East. Apart from Denmark, Novo has manufacturing plants in France, Western Germany, Switzerland and South Africa. New plants in additional countries, like USA, are under project.



Novo's organisations in Denmark: Top: Main office, research laboratories and plants in Copenhagen suburb. Centre: Fermentation and insulin plants in Copenhagen City. Bottom: Enzyme plants in Kalundborg.

Chemist & Druggist

The newsweekly for pharmacy

7 June 1975 Vol. 203 No. 4967

116th year of publication

Editor Arthur Wright, FPS, DBA

Publisher James Lear

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**Member Audit
Bureau
of Circulations**

Comment

Initiation

During this week new members of the Council of the Pharmaceutical Society attended their first meeting. They joined the Council reinforced by all the congratulations, hopes and best wishes of their supporters. We too would congratulate them but would point out that now they have the responsibility of considering pharmacy in its widest aspects. The Council is a compact collection; it is not large enough to accommodate all representatives of the profession, and therefore sectarian groups must not be allowed to become the overriding political impetus.

That does not mean that the new members should allow their enthusiasm to be dulled or be overwhelmed by precedents and procedures. Pharmacy, like the social and economic climate, is continuously changing. That is the challenge both old and new members of Council must meet.

Self-help

Almost as long as the National Health Service has been operating there have been suggestions and threats that it is slowly grinding to a halt, the astronomical costs are too great and the personnel are shouldering too many burdens. Such forebodings have resulted in the re-organisation of the Health Service and masses of literature.

The latest is the paperback by George Teeling-Smith "You and the National Health Service". George Teeling-Smith is the director of the Office of Health Economics which is itself a proliferate source of NHS comment. When the book, backed by the Health Education Council, was launched on Monday, (see p752) Mr Teeling-Smith said that a more intelligent economical and effective use of the Health Service could only result from a change in attitudes towards health and ill-health. Instead of believing that the state of "perfect physical, mental and social well-being", as defined by the WHO, could be achieved, patients should avoid unrealistic expectations of fitness.

As Mr Teeling-Smith suggests, health must be the primary responsibility of the individual rather than the NHS, but once again the Health Education Council is facing the problem of reaching the audience most in need of this advice. The type of person most likely to buy such a publication is already likely to be taking the sensible preventive measures it recommends.

Pharmacists thumbing through the book may be disappointed to note that the chemist's role appears to be dealt with in so few pages, but it must be remembered that the author had taken the whole of the National Health Service as his theme. If this book achieves the object of getting some, even though a limited number, of patients to make the best use of the Service, then it will have gained quite a useful success.



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Prupac

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Prudential

24 reasons for dispensing Larodopa



The first twenty-three are money: 23 x 10p = £2.30 — the amount you save on every 200 tablets dispensed compared with the most expensive brand. In fact, Larodopa is the most economical *and* most frequently prescribed brand of levodopa tablets.

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Larodopa
Levodopa at the lowest price



Further information is available on request. Roche Products Limited, 15 Manchester Square, London W1M 6AP J470027
Larodopa is the trade mark for Roche pharmaceutical preparations containing levodopa.

Nicholas International shut down Slough research

Nicholas International, have decided to move immediately from long term projects for the search for new drugs to new product development. One consequence will be the closure of basic research and development activities in Slough, Berks, and the establishment of a local development team which will be more directly concerned with the needs of the British market. Each Nicholas region in the world will have a research and development team co-ordinated by Professor K. J. Murton from the corporate laboratories at the group's headquarters in Melbourne, Australia.

Announcing this in Slough this week the group's vice-president of research and development, Professor Murton, explained "our future must lie in being an innovative company. However we feel it is essential to guarantee a flow of high quality new products and this can only be done by drastically shortening the time from product conception to market launch. In essence this means replacing long term speculative research by short term predictable development."

Research costs and results

The Nicholas statement said their decision to abandon new drug research reflected the widespread evidence in the UK and elsewhere that while investment in research was rising rapidly the profitable flow of new products into the economy was not. "In the last decade British pharmaceutical investment has quadrupled and grown at a far higher rate than sales. Between 1958 and 1970 the UK pharmaceutical industry spent £150m on research. Following extensive evaluation no more than 50 compounds reached the market. The length of time it takes to benefit from a new product has already trebled. It used to be about three years; today it is nearer ten." In an effort to combat this lengthening chase Nicholas was switching its resources to local development teams.

The statement concludes: "While sales into hospitals, the NHS, doctors and pharmacies will continue and more cash will be available to develop existing products, the change of policy means inevitably re-location and redundancies among the research staff at Slough. Up to 150 people will be affected."

Mr Alan Askwith, the company's personnel director, told *C&D* on Tuesday that reports in some national newspapers and on the radio that the company were moving their research to Paris were untrue. Asked how much was spent on pure research by the group he said that this year it was expected to be about £1.7m, the greater part (£1.2m) in the UK. A new block of laboratories were opened specifically for research in 1968 at

Slough. They were not marketing any of their own discoveries.

A spokesman for the Association of British Pharmaceutical Industry, commenting on Nicholas' decision, said he could only re-iterate what the Association had been saying for some months. That was that the high cost of research and decline in profitability of the industry, particularly in relation to its NHS business, was creating a situation in which research into new medicines was being jeopardised.

Extension to expiry dating to be required by ECC?

The EEC Commission is understood to be considering a move to require expiry dating on all medicines for human use. Under Directive 65/65, which deals with harmonisation of legislation relating to medicines, labels on human medicines are required to show an expiry date if the product has a shelf life of less than three years. It is understood that an extension of that provision is under consideration.

Unichem seminar

There was almost a 100 per cent response to the first Unichem seminar for chemist's assistants held at Gatwick recently. The seminar was open to members of the Unichem and aimed to improve display and selling techniques of those attending. Subjects covered in the seminar were female hygiene by Lyn Saysell of

Kimberly-Clark Ltd; selling summer fragrance by Clare Wallace of Prince Matchabelli Perfumes, and a talk on display and merchandising by John Speller, general sales manager, Unichem.

The seminar took place in an informal atmosphere and most seemed to feel they had learned some useful facts on the topics covered. Unichem say they have had response from other manufacturers who would like to participate in future seminars and with the kind of chemist-response they were given, hope to stage further meetings throughout the country.

Wage councils: £30 target?

All retail trade wages councils have been asked by the Department of Employment to take account of the TUC guidelines on pay, Mr Harold Walker, Under-Secretary, Department of Employment said in a written Commons answer recently. The guidelines include movement towards the £30 low pay target when negotiating fresh proposals. Mr Walker added that he had had meetings with both sides and independent members of the nine retail councils to discuss proposals on amalgamation of councils.

US court cases on pharmacists' duty to warn

US courts will hold pharmacists increasingly responsible for consulting with their patients on possible adverse drug reactions, warned a recent American Pharmaceutical Association newsletter.

The newsletter cited as examples two court cases last year where pharmacists were ordered to pay part of the damages. In one case a woman persuaded a jury that both the doctor and the pharmacist should have warned her about the potentially damaging effects of methoxsalen. The pharmacist had argued it was customary not to provide package inserts to patients and he was not licensed to advise patients of side effects or inform the patient about package insert information.



The four new Council members attending their first Council meeting at No 17 this week. Left to right are Mr G. W. Walker, Mrs J. Gilbert, Mr N. Baumber and Mr W. H. Howarth

New officers of the Society

Mr J. P. Bannerman was elected president of the Pharmaceutical Society at the Council meeting on Wednesday. Mr Bannerman was vice president last year and is a proprietor pharmacist in Glasgow.

Mrs Estelle Leigh has been elected vice president and Mr Albert Howells treasurer.

Book advises how to use the NHS wisely

Consult your pharmacist rather than your doctor about minor ailments, is the advice given in a book published this week by Arrow Books in association with the Health Education Council.

"You and the National Health Service" (£0.60) by Mr G. Teeling Smith, director, Office of Health Economics, aims to prevent patients misusing the service by encouraging them not to seek unnecessary medical attention. It explains which symptoms need medical advice and which may be safely treated at home, and outlines the facilities available to patients under the NHS.

The author recommends the pharmacist as "a qualified member of the health team" and warns patients to make sure they take queries to the pharmacist rather than to an unqualified assistant: "It is a good policy always to use the same pharmacy regularly and so build up a valuable relationship."

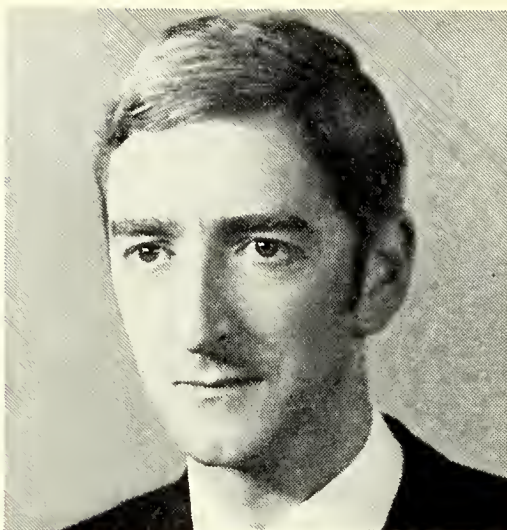
At a Press conference, Mr Teeling-Smith explained that to prevent the NHS from grinding to a halt in the current economic climate "we must educate people to use the NHS rationally rather than selfishly, emotionally or ideologically," and explain to them that "minor symptoms are normal and must be tolerated." Good health was more easily achieved by "living healthily"—avoiding smoking, overeating and excessive drinking—than by repeated visits to the doctor or hospital.

FDA antiperspirant warning challenged

Carter Wallace Ltd have strongly challenged a US Food and Drug Administration proposal to halt the sale of zirconium-based antiperspirants.

In a statement issued this week they say that the FDA proposal would not require the recall of products from the market as there is no immediate hazard to health, but manufacturers have been given 90 days to reply before the FDA decide a final policy.

Both Carter Wallace and Procter and Gamble, who market these antiperspirants



Mr J. P. Bannerman

in the US, have pointed out that the adverse reactions in test animals referred to by the FDA's advisory panel were not caused by the special zirconium formulations used by either company. Carter Wallace believe the hazards mentioned were "conjectural" and have submitted further evidence to the FDA to support their conclusions.

In the UK, the company uses zirconyl hydroxychloride in Arrid Extra Dry Plus only. They say they have shown the Department of Health their complete research data on all the product's safety studies and the Department has decided there is no reason to stop its UK sale.

World-wide certification scheme for pharmaceuticals

The World Health Organisation has approved a certification scheme for pharmaceuticals in international commerce.

The scheme is designed to afford some protection for developing countries which have to import medicines while also being ill-equipped to test the imports for quality, efficacy and safety. Health authorities in

the exporting countries would provide a certificate that the product is authorised for sale in the exporting country, and that the plant in which it is made is subject to regular inspection to ensure conformity to WHO recommendations on good practices of manufacture and quality control. The importing country would also be at liberty to request additional information on controls exercised on the product by the exporting countries authorities.

New child safety Bill

Mrs Jill Knight, MP, is to seek leave in the Commons on June 11 to introduce a new Private Member's Bill on medicines and child safety. She has called it the Child Protection (Medicines) Bill.

UCA-NPU meeting success

"Most successful", with an "extremely helpful and constructive" exchange of ideas was how Mr H. S. Porter, secretary, Ulster Chemists Association, summed up last week's meeting of UCA branch chairmen and secretaries and National Pharmaceutical Union representatives.

The meeting, presided over by Mr D. Corbett, UCA president, was addressed by Mr W. A. G. Kneale, NPU local organisations officer, who spoke of the various means whereby the NPU could provide assistance to members. He also recommended a "yes" vote in the EEC referendum. The discussion later on involved questions of local Numark distribution, the selective approach to merchandising in retail pharmacy, the best way to make use of promotions, remuneration for dispensing, local rota duty and the role of the retail pharmacist in other EEC countries.

On the question of how the pharmacist's salary related to that of lawyers, doctors and dentists, it was agreed there was no general answer, but individuals could compare their own yearly figures.

'Monopolies' in pharmacy: fair trading complaints

A number of complaints about apparent monopoly situations in pharmacy have been received by the Office of Fair Trading.

This comes to light in the first annual report of the Office published last week (HM Stationery Office, £1), covering the period November 1973 to December 1974. One part of the report gives a review of alleged monopolies and requests for reference to the Monopolies Commissions received in that time, and these include the effects of monopoly on: wholesale terms for pharmaceuticals; supply of pharmaceuticals to commercial users; and premises for chemists shops.

A spokesman for the Office told C&D that the review was just a list of complaints received, and she was unable to say whether references would be made on the complaints. The fact that they appeared in the list did not mean that monopoly conditions existed or, if they did, they were against the public interest. It was up to the Office's director general to decide whether or not to make a reference to the Commission.

An appendix to the report classifies some 142,000 complaints received from

consumers. Over 11,500 complaints were covered by provisions of the Trade Descriptions Act 1968; 3,669 by the Weights and Measures Act 1963; 2,991 by the Food and Drugs Acts 1955 and 1956 (Scotland); 27 by the Fair Trading Act 1973; 20 by the Pharmacy and Poisons Act 1933; and 3 by the Medicines Acts 1968 and 1971. Those complaints not covered by existing legislation included 14,849 general price complaints, and 28,353 complaints of goods not of merchantable quality or fit for their purpose. A different breakdown shows that 1,148 complaints were concerned with toilet requisites, soaps, and detergents.

The report also notes the efforts of the Croydon Chamber of Commerce in formulating the first "High Street" code of practice, provisions of which include: a prohibition on advertisements which cannot be substantiated; a clear acceptance of the retailer's responsibility for the quality of goods he sells and a restriction on disclaimer notices; a direction that complaints are dealt with by senior personnel; and the establishment of a conciliation panel with consumer interests and an independent chairman.

Pharmaceutical Society's new Fellows

The Pharmaceutical Society's Panel of Fellows has designated the following members as Fellows of the Society, with effect from June 4:

For distinction in the profession of pharmacy

Alexander S. G. Bannerman, Glasgow
William A. Beanland, Rossendale
William Bee, Mauchline
Charles R. Blythe, Douglas
Eric W. L. Bowie, Morayshire
Thomas J. Bradley, Wilmslow
George H. Eales, Cleadon
Max Fay, Boscombe
Arthur Harding, Bramhall
William J. Homer, Bristol
Thomas James, Aberdovey
Leslie Kaye, Cardiff
Robert S. Morrison, Inverness
Leonard W. Rycroft, Leeds
James C. Somerville, Edinburgh
Ernest J. Ward, Brentwood
Douglas V. Warr, New Zealand
Gilbert White, Kings Lynn

Scottish remuneration £28.7m in 1973-74

Remuneration to Scottish retail pharmacists for providing NHS pharmaceutical services totalled £28,707,067 in the year ending March 31, 1974, according to the National Health Service (Scotland) summarised accounts 1973-74 published last week (HM Stationery Office £0.38). That was a rise of over £670,000 on the previous year (£28,035,648).

Payments to pharmacists included: £20,864,000 for ingredient costs, £3,306,000 oncost allowance, £4,193,000 dispensing fees, and £294,000 container allowances. Payment for services outside normal hours under rota scheme totalled £21,000, rural practice allowances £12,000, special allowances for uncollected charges £15,000.

Some £2,502,232 in charges were collected (£2,513,406 in 1972-73), and hospital out-patient dispensing by retail pharmacists cost £103,392. The cost of provision of pharmaceutical services at a health centre for one Executive Council was £73,230, and remuneration to medical and dental practitioners for the supply and dispensing of drugs and appliances totalled £912,608 (£741,198).

A breakdown of hospital running expenses for the same year, also given in the report, shows that pharmacy departments' expenses, at £12,143,790, were 6.9 per cent of the total. This was an increase in proportion over the previous year when such expenses, at £9,941,891, were some 6.6 per cent of the total.

C&D printing, delivery

An industrial dispute in the printing industry may cause some items to appear out of their customary position in the issue; delivery may also be delayed. Advertisers and contributors are asked to treat latest copy times as advanced by 24-hours until the dispute is settled.

Topical reflections

BY XRAYSER

Sound decision

At a time when a certificate of qualification in pharmacy was not a passport to affluence, and the instinct of survival, to put it no higher, weighed heavily in the country as a whole, a soft-voiced highlander from Teesside used persuasive argument to further his desire to see some kind of code of conduct designed to make (or keep) pharmacy on a professional level. I remember him distinctly at a meeting of branch representatives pleading his case, and from that time earnest members of the Pharmaceutical Society have sought to hammer out a voluntary constitution, now known as the Statement upon Matters of Professional Conduct.

A great deal of thought and consideration has gone into it by members of the Society and members of its Council, and a great deal of dedicated hard work by officials of our professional organisation. And when the expression "dedicated" is used, one naturally thinks of F. W. Adams.

But it is right, in a democratic society, that no such document should be regarded as sacrosanct, and if its precepts are openly challenged, for any reason, that which is challenged should be looked at again, and the representatives who concurred in its formulation given the opportunity of taking another look at it. That is precisely what a meeting of pharmacists, representative of all walks of the profession, did in London last week, in response to the Council's resolution that the meeting was of the opinion that Paragraph 6 of the Statement did not require amendment and that the terms "chemist" and "pharmacy" should not be used in any advertising.

Plenty of time had been allowed for examination and discussion, and I should have been surprised indeed if such a meeting had not upheld the *status quo*. So that there may be no doubt in the minds of those who did not attend the meeting, the time may be opportune for a reminder to all members of the Council Statement upon Advertising by pharmacists.

Fees

It seems that, in some respects, there is little difference between the Pharmaceutical Society and myself. It needs more money and it proposes to widen the difference between us by asking for more and leaving me with less.

Mr Harry Steinman, whose painful duty it has been to be the bearer of bad news on more occasions than I care to remember, must envy some of his predecessors in office, for whom postage was constant and the sugar in the canteen tea was always threepence a pound. He does it all with the practised ease of Jefferson Peters, described by inimitable O. Henry as a "reducer of surplusage."

News in brief

☐ Caffeine citrate and pepsin glycerin are among the deletions from Part VA of the Drug Tariff in the latest list of amendments, and not as stated last week (p721).

☐ Import duties on glass containers lifted in February 1974 to meet a shortage, have been reintroduced this week. The duties are 5 per cent on containers from EEC and 10.7 per cent from other countries.

☐ Some 978,626 prescriptions (612,571 forms) were dispensed by chemists and appliance suppliers in Northern Ireland during February at a total cost of £1,198,841—£1.225 per prescription.

☐ The first general guidance on the Consumer Credit Act, 1974, intended for

both shopper and shopkeeper, has been published by the Office of Fair Trading. The leaflet highlights the main points of the Act as it applies on both sides of the counter, and tells people how to obtain further information.

☐ The Asthma Research Council is to start its daily pollen count in London on Monday. The pollen season, later than usual this year because of lower than average temperatures in April and May, is expected to be "relatively mild". Dr R. Davies, who prepares the count this week predicted the pollen levels to be "low to moderate", with up to 23 days of high counts (above 50) and up to 12 days of very high counts (above 100).

New products

Cosmetics and toiletries

Fragrance of fresh flowers

Worth Perfumes have introduced a new perfume range—*Fleurs Fraiches*—a “young” floral fragrance, with packaging “echoing” the floral theme—the blue packs have a colourful daisy pattern.

To introduce the fragrance, Worth have produced a small, 25-g atomiser (£1.95) for the introductory period. Other floral-design atomisers are in 57-g (£3.95) and 114-g (£6.25) sizes, and there are Lalique flacons: 57ml (£3.75), 114ml (£5.75) and 228ml (£8.75). There is also a matching talcum powder (£1.65) (Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG).

Skin-care product on test

On test in the Southern television area is the latest product range to be introduced by Beecham Proprietaries—*Sing Song*, two skin-care preparations. Available in two fragrances, the range consists of Moisturising Fragrance (£0.79) and Toning Fragrance (£0.79), both presented in aerosol sprays.

Moisturising Fragrance is for application all-over the body, to keep the skin smooth and to protect it. It contains emollients and is “delicately perfumed” with a blend of iris and hyacinth.

Toning Fragrance has a light, jasmine-based perfume and contains witch-hazel to tone the skin (Beecham Proprietaries, Beecham House, Brentford, Middlesex).

For beautiful men?

Mary Quant have introduced Colouring Box for Men (£3.20), a black box of makeup “essentials” to colour and shape men’s faces. The box contains More than Moisture in the shade healthy; natural brown shadower and toffee shaping colours plus a brush for application; basic black tearproof mascara; eye crayons in slate and brown shades, and a colourless lipgloss (Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

‘Jumbo size’ cleanser

All-skin cleansing cream is the latest product from Princess Galitzine. The cleanser comes in a “jumbo” size (£5.50). Also from the House of Roberts Windsor is a new French Almond fragrance—French Almond Musk. The range includes a 6cc perfume (£1.25); and two sizes of spray Cologne—small (£0.85) and large (£1.25) (The House of Roberts Windsor Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Mons).

Six from Rimmel

Six new products have been introduced by Rimmel International Ltd. For the nails there is Top Coat for nail lacquer (£0.25), that dries to a hard finish and adds a



“sparkle” to the nails. For the eyes there is Shimmering shadow (£0.35), four eye shadow powders that come in their own compacts with foam applicator. The colours are alpine blue, misty mauve, silver birch and marron glacé. And for the complexion there are under make-up moisturiser (£0.30), a creamy, “protein enriched” liquid; creamy make-up compact (£0.40), presented in a slim compact with a crystal clear lid, and roll on cream blusher (£0.35) in three shades (Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE).

Multi-purpose luxury

Estee Lauder has created Alliage sport spray powder (£3.00), a luxurious after bath spray powder “drenched with Alliage fragrance”. A multi-purpose product acting “as a kind of dry lubricant” giving a super-silky feel to the skin followed by the wild woodland ferny fragrance and the distinctive cooling properties of a spray (Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, Mayfair, London W1).

Depilatories

Veeto in three forms

Veeto skin-smoother formula is now available in three variants: a cream in a tube (£0.28, £0.35 and £0.49), a mousse in a new “Presspack” aerosol dispenser (£0.99) and a lotion in a “Polytop” cap container (£0.55).

With the “Presspack” aerosol, the product is first packed in a plastic bag which is then inserted inside the aerosol aluminium can. The advantages over conventional aerosols are said to be two-fold. Firstly, the propellant action required to dispense Veeto in this form is provided by the gas trapped between the plastic

container and the aerosol can, which means that only pre-concentrated Veeto cream is dispensed in a mousse-like consistency. Secondly, the Presspack can be operated when held upright, sideways or even upside down.

Full-page, full colour advertisements in 18 publications will constitute the “biggest-ever” spending undertaken by Reckitt Toiletry Products in support of Veeto (Reckitt Products, Stoneferry Road, Hull HU8 8DD).

Shavers

‘Slim-line’ battery shaver

A new, battery-powered shaver—the GT3 (£9.84)—has been launched by Sperry Remington Consumer Products. Bigger than the GT2, the new GT3 has a slim shape, is “visually elegant” and “comfortable to hold and use”. It is powered by four penlight batteries.

Features include a large, “micro-slot” head, a comfort control button which can be operated to adjust the guide comb for sensitive areas such as the neck; a chrome cutter which is easily replaceable, plus a new-style head guard which covers the shaver, protecting the head and providing a carrying case function. The shaver is presented in a combination of black and chrome with control buttons highlighted in orange (Sperry Remington Consumer Products, Apex Tower, New Malden, Surrey).

Home brewing

Beginners’ kit

An eight-pint home brew kit, aimed at beginners, is to be launched this month by Tom Caxton. The new kit, available in best bitter and lager varieties (each £0.42) includes an improved self-clearing yeast which is said to bring new advantages to the brewing process.

Backing the launch, £40,000 is to be spent in two advertising “bursts”—up to the end of June and again in the pre-Christmas period—with national Press advertising comparing Tom Caxton to pub beer. An instore promotion running to the end of the year is to offer special savings on Polaroid Super Swinger cameras, and a “roadshow” is due to call at ten university centres offering samples to students in a disco setting (Reckitt & Colman Food division, Carrow, Norwich).

Photographic

Four-output flashgun

An electronic flashgun with a four-way selection of light output is being introduced in Britain. The Soligor MK-8B (£17.17) has a “hi/lo” selector on the base to control the light output for far or close subjects respectively. The unit also has a wide angle/normal control—for normal photography the angle of light is 55°, but that is extended to 80° when a wider angle is required.

The flashgun is powered by four penlight batteries, or direct from the mains with the lead provided. Synchronisation can be by hot shoe or cord, and other features include swivel foot for vertical and horizontal shooting, and neon signal (Mayfair Photographic Supplies (London) Ltd, Hempstalls Lane, Newcastle, Staffs).

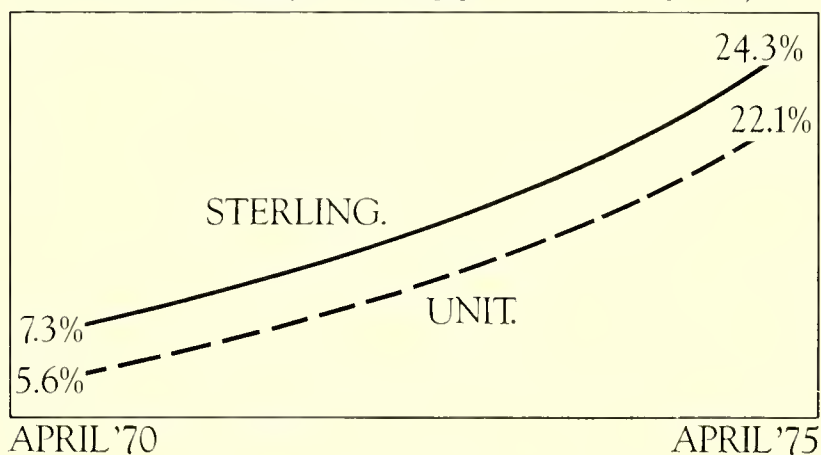
Prescription specialities

—see p776

Gerber The leading baby food in glass.



In April, Gerber recorded their highest-ever sterling brand share of the babyfood market: 24.3%. (Up 6% over the corresponding period last year.)



And Gerber are currently outselling their nearest competitor in glass, by 4 to 1. You can't beat the odds.



Gerber Rich in nourishment. Safe in glass.

Trade News

Vapona advertising

An advertising campaign that includes television, women's Press and posters, on a national basis, has been launched for the Vapona range of household insecticides, distributed by Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts. A total budget of £150,000 has been allocated to the campaign which features a television commercial for Vapona fly killer until mid-June; from the end of June, Vapona fly killer and the cassette product will be heavily advertised through the women's magazines and £30,000 will be spent on a national poster campaign for cassette through June and July.

Sandalwood range additions

Bubble bath and hand and body lotion (£0.70) have been added to the recently introduced Sandalwood fragrance toilet and bath soap range by H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR. The new Sandalwood bubble bath (£0.85) is a deep brown liquid, and both products are packaged in the new floral design, colour-matched to the contents of each box or bottle.

Freezone campaign

Just started, is the new advertising campaign for Freezone medicated liquid corn remover by International Chemical Co Ltd, Chenies Street, London WC1E 7ET. The campaign includes national Press advertising supported by a radio campaign in the Birmingham area and television advertising in central Scotland. The campaign lasts until September.

Bonus Money competition

47,224 entries have been received in a competition run in the *Yorkshire Evening Post*, promoting Bonus Money savings scheme currently being tested in the Yorkshire region. Shopping baskets containing the range of Bonus Money products were given as prizes to one winner each day throughout the 24 days of the competition.

Lemon fragrance added

A new perfume has been added to the Immac depilatory range—Lemon scented Immac Spray—by International Chemical Co Ltd, Chenies Street, London WC1E 7ET. The lemon variant comes in a 187-g, bright yellow can (£0.99) decorated with the flower that is the motif for the range.

'Giant size' Havoc

Introduced by Mary Quant for the summer period only, is a large 5½ fl oz size of Havoc splash Cologne (£1.79), distributed by Myram Picker Ltd, Hook Rise South, Surbiton, Surrey.

Gifts and prints from Lancome

A "French Impression" promotion is currently being run by Lancome (England)

Ltd, 14 Grosvenor Street, London W1X 0AD. The promotion offers any customer buying two Lancome products, excluding lipsticks, a free gift pack containing "O" de Lancome after bath mist, milk bubble bath, body lotion and guest soap. The customer may then nominate a friend to receive a free gift pack containing "trial" sizes of Bienfait de matin morning cream and "O" de Lancome fragrance.

Lancome are also offering the consumer a set of three Renoir prints for £1. The promotion is running in 10 television areas backed by a television commercial and newspaper advertising. Lancome are providing in-store displays, and the promotion lasts until October.

Beauty register goes national

Over 10,000 women have signed their beauty register say Germaine Monteil (UK) Ltd, 33 Old Bond Street, London W1X 4PH. The register enables the consumer to sample their products free, and also to benefit from promotions of certain

products. Previously available only on a limited basis, the register is to go national this summer.

Lempak gets 'face-lift'

The Lempak range by Thos Christy Ltd, 152 North Lane, Aldershot, Hants, has been repackaged. The lemon symbol used for the range has been retained in a modified form and there is new bronze lettering.

In addition to the new packaging, Christy have introduced an "economy" size: both the cleansing lotion and skin freshener are available in this larger size (£0.45). For an introductory period the products are available in "special offer" packs—an economy size skin freshener with a free cleansing lotion, or an economy size cleansing lotion with a free skin freshener. The offer is supported by national advertising.

Colour competition

"Play the colour set and match game" invite Schwarzkopf Ltd, Penn Road, Cali-

A SERIOUS STEP FORWARD MOUNTAIN DEW AND POW



fornia Trading Estate, Aylesbury, Bucks, in a competition promoting their Paletta colour set—a setting lotion with colour added. The competition, aimed at the young market and promoted through the young magazines, runs for 15 weeks with a winner every week until August 31. Each weekly winner receives a prize of £100. The competition involves judging the shades of Paletta used by three girls featured in the promotions advertising, and entry forms will be supplied from the makers.

Linden Voss repackaged

Linden Voss extended life anti-perspirant has been repackaged. The powder aerosol formula, previously in a plastic-coated glass bottle, is now in an aluminium can which holds 160g instead of 75g but remains the same price (£1.23). The roll-on formula remains in a glass container and the cream in a jar, but all three packs have been redesigned in white, dark brown and gold with a daisy motif.

The new packs are being sold into pharmacies with a "space-saver" display carton holding four aerosols and six roll-ons. There will also be an information sheet for counter assistants so that they can understand the product they are selling. New advertisements will appear in *Woman*, *Womans Own* and *Womans Realm*, in early summer. The range is distributed by Thos Christy & Co Ltd, North Lane, Aldershot, Hants.

Available direct

Brodie & Stone Ltd, Suite 506, Albany House, 324 Regent Street, London W1R 5AA, sole UK distributors of Jolen Creme, say that from letters received from members of the public, a number of retailers are under the impression that Jolen "is withdrawn from the market". The distributors emphasise the product is available direct from them, although they have found it necessary to introduce a minimum parcel of 12 regular size and four giant size.



The range of display material produced for the Olive hair ornaments range by Henry Weinberger Ltd, Britannia House, Drayton Park, London N5. Included are two new display stands for the blister-packed items

FROM TROPICAL MIST, RED ORANGE BLOSSOM.

Vichy skin care is the number 1 seller in Europe.

It has achieved this position because of the serious and authoritative stance it has taken in a confused and advertising orientated market.

Vichy products are different from their competitors in many ways:

1. Vichy products are developed by dermatologists who use pure, safe, effective ingredients, not fashionable ones.
2. Vichy specialise in skin care. They are not a make-up company dabbling in skin care.
3. Vichy make four complete ranges because there are four main skin types.
4. Vichy products are manufactured under strict laboratory conditions, by pharmacists.
5. Vichy packaging is simple and functional. Vichy are concerned with what's inside, not what's outside.
6. Vichy print an ingredient list on the back of every pack. They have nothing to hide.
7. Vichy offers value for money. Proper skin care should be available to every woman, not just a privileged few.
8. Vichy is, and always will be, sold *only* in pharmacies. And never in grocers and super-markets. Pharmacists can give better advice about skin care than grocers.

VICHY SKIN CARE

dermopharmaceutical preparations

Made by pharmacists, sold only in pharmacies.

Trade shows

Jacqueline Sales and J.N. Toiletries division of Jackel & Co Ltd will be holding the following trade shows: Central Hotel, Glasgow, June 16-19; Hendon Hall Hotel, London NW4, June 16-19; Hotel Majestic, Harrogate, June 23-26; Royal Hotel, Cardiff, June 23-26; North British Hotel, Edinburgh, June 23-26.

Bremner-White Ltd, will hold the following shows: The Five Bridges Hotel, Gateshead, June 30-July 3; The Marton Hotel & Country Club, Teesside, June 17-19; The Cairn Hotel, Harrogate, June 23-26; The Royal Victoria Hotel, Sheffield, July 8-10.

Macey (Wholesale) Sundries, Glasgow, will hold the following shows: The Central Hotel, Glasgow, June 16-19; The North British Hotel, Edinburgh, June 23-26; The Caledonian Hotel, Aberdeen, July 1-3; The Caledonian Hotel, Inverness, July 16-17; The Queens Hotel, Dundee, July 22-24.

on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands

Ambre Solaire: All areas

Aquafresh: All areas

Body Mist: All areas

Close-Up: All areas

Cow & Gate fruit syrups: So

Elastoplast: All areas

Hard as Nails with Nylon: Ln, So

Johnson's baby powder: All areas

Lady Braun hairstyling set: All areas

Mum: All areas

Oil of Ulay: All except Y, NE

Polaroid sunglasses and Colour

Swinger: All areas

Undercover Throwaway pantees: Ln

Vapona: All except E

Wizard solid air freshener: So

If all the sanitary towels you're selling aren't as successful as Mimosept Comfort, maybe you shouldn't be selling them.

Since it was first introduced 4 months ago, Mimosept Comfort has become the fastest-growing sanitary towel on the market.

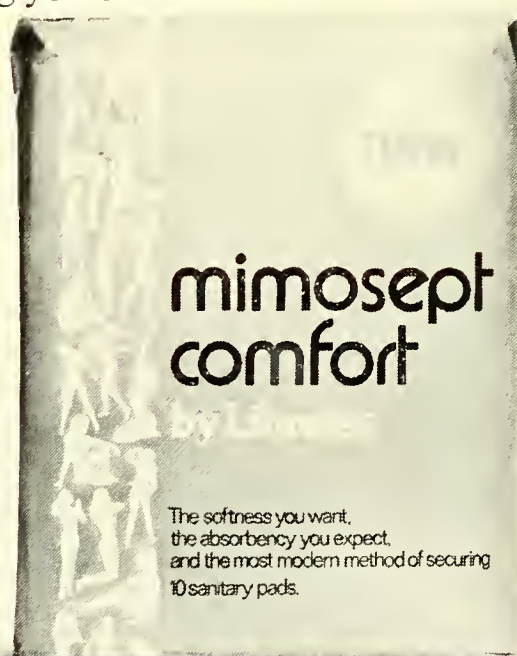
Which just goes to prove that women really appreciate a towel that's as soft and secure as Mimosept Comfort.

With an advertising and promotional expenditure of £500,000 in 1975, Mimosept Comfort is the most heavily advertised brand in the country. And, as a part of our continuous advertising support, we'll be having another massive drive in the Autumn.

If the towels you're selling aren't as successful as Mimosept Comfort, they're probably not as good.

So by selling Mimosept Comfort instead you'll be giving your customers what they want and doing yourself a favour.

Be sure to get your share of the profit. Order now.



MIMOSEPT COMFORT by Libresse.

"Mimosept Comfort" and "Libresse" are registered trade marks of Mölnlycke Limited.

Beauty Business

Summer faces this year will not be different from those of spring. Colours taken from garden flowers still prevail although the traditional summer colours—browns, beiges and sandy yellows—may be more in evidence when the sun begins to shine!

The basis for this year's summer face is, as always, a silky-smooth complexion. To keep the skin looking this way advise customers (clients) to protect it from the drying effects of sun and wind. A good moisturiser is essential. Suggest Anne French moisture cream, Endocil tinted moisturiser that doubles as a foundation, or translucent moisturising makeup by Rimmel that "allows the skin's natural beauty to shine through" and is in three shades plus clear.

An answer to holiday swimming problems is presented by Revlon in their "waterproof face". The look comprises two main products. Extra moisturising Touch & Glow creme makeup is a cream foundation, formulated in a gel system and containing moisturisers and a sun-screening agent. The makeup is waterproof and is presented in shades of beige, tan and ivory. Revlon's waterproof creme eyeshadow does not crease on the lid, is easy to apply and they offer a wide range of colours.

Healthy glow

The summer face should gleam with health. If rosy cheeks do not come naturally then they can be "faked" by adding a touch of rich, pearly shimmer to them using Rimmel's pearly blush stick or hints of gold in Mary Quant's Cheeky range, or the frosted blush stick shades from Coty. Eyes gleam too, with the new frosted eyeshadows such as the Super Shine crayons from Maybelline or by using lid gloss over the popular flower shades.

Airforce blue, khaki, green and pale pink are the vogue colours for fashion this summer. Prevalent styles are the smocks and overdresses, loosely-fitting shirts and dirndl skirts first introduced last autumn. For summer they are in soft, flowing fabrics—voiles, fine cottons, in pretty garden prints. These should give ample opportunity for customers to experiment with colours.

Many eyeshadow ranges have colours to match or tone in with these fashion shades: ranges like Rubinstein's Winkies which includes petal pink, spring leaf, and delphinium blue; Mary Quant's Special Recipes containing skylark, burnt peat, ivy and blue lagoon; Miners duos in tones of browns, blues, and greens, and Outdoor Girl's romantic blue pencil shadow or flirtacious blue shimmer shadow.

Lips are pink for summer—such as



Courtesy of Max Factor

Rubinstein's magnolia, poppy or rosewood—deepening to warm reds such as Leichener's deep cerise red, or warm, reddish brown in the "blitz" range. Or suggest using Rimmel's pearly lip glow over last season's lipstick shades to produce softer, pearly tones.

Nails complement shiny eyes as in iced blackberry and iced ginger in Hard as Nails range; the Super pearl nail polish range by Gala; sweetheart blue, a rich turquoise, and passionate blue, a deep midnight, by Outdoor Girl, and the summer shadow by Cutex.

A look which is typical of the summer theme is Max Factor's "pastorale". The skin has a cover of nouveau beige Creme Puff worn over moisture essence under makeup lotion, with a blush of colour on the cheeks by frosted dusky rose brush-on blusher. Eyes shimmer with willow shimmer, a soft green, and violet shimmer, a deep lilac, with golden shimmer highlight beneath the brow, finished by brownish-black comb-on mascara. Lips are pale pink and gleaming with gloss by using the new Lip Potions, and nails shine with whipped creme nail colours in opalescent shades.

Summer hair is either chin-length, with soft curls, gently framing the face, or short, easy-to-manage styles. Here a good cut is essential, plus the use of conditioners to keep it looking "gleaming" with health.

Altogether, in spite of the "economic blues" the opportunities are there for the astute and knowledgeable behind the counter to provide a "lift" for the customer and profits.



Courtesy of Wella (GB) Ltd

Beauty Business

Editor: A. Wright

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Armour-Dial has some big news to spread around.

Starting 1st June 1975 the Burley
men's toiletry range will be handled by
Armour-Dial (G.B.) Ltd.
Our sales representative will be calling
on you soon.
Together, we can make a big success.

Armour-Dial (G.B.) Ltd., Hampden Park, Eastbourne, East Sussex BN22 9AG.



Courtesy of Beecham Proprietaries

Bath additives

from luxury to necessity

The bath additive section is fast-becoming one of the most buoyant growth areas of the toiletries market. No longer can bath additives be regarded as luxury items bought primarily as gifts during the peak pre-Christmas period. It is estimated that 70 per cent of all women use some kind of bath additive two-to-four times per week, throughout the year: male usage is increasing, standing around 50 per cent. Most manufacturers claim that their turnover for bath additives is fairly equally divided between chemist and grocery outlets but figures supplied by the IPC Cosmetics and Toiletries survey suggest that when Boots' share of 21 per cent is excluded, independent chemists have only a 13 per cent share of the market, thus there seems to be a real opportunity here to increase sales.

Although figures differ for the size of the bath additives market—ranging in most cases from £18m to £28m at RSP—all sources agree that the sales of solids: cubes, salts and crystals, have slightly declined, and the real growth area is in the liquid bath additives: foams, oils and essences. The liquid segment represents roughly 70 per cent of the total bath additive market and is said to be increasing at an annual rate of 40 per cent.

The division of the bath additives market into solids as opposed to liquids,

roughly corresponds to the two main types of users, and this is reflected in the way the products are promoted. Solids appeal more to the "traditional" bath additive user, the person who takes a "quick dip" and basically requires a water softener. Those solids that have their "therapeutic" qualities stressed appeal to the older customer.

Liquids, on the other hand, are aimed more at the younger age-groups. Selling benefits are fragrance, colour, "luxurious" bubbles of the foams, the skin-softening qualities of the oils. Liquids are for those who make bathtime part of their beauty routine, and most packs have an obvious cosmetic appeal.

Brand-leader in the market is Radox made by Nicholas Laboratories. Although the makers were unable to give a recent percentage share for the product, one survey gives Radox a 28 per cent brand share for 1974. The Radox range includes salts, and more recently, liquid variants with volume sales being 35 per cent through chemists and 65 per cent through grocery outlets. Liquids account but for a quarter of the Radox sales, but with a 50-60 per cent growth rate, Nicholas regard this to be the more important area. They plan to continue their television support for the product this year plus running trade and consumer promotions.

Nicholas also make Super Matey, a

children's foam bath. They claim that despite the product being launched only on a regional basis it gained a 2 per cent brand share of the total bath additive market last year. This month they begin a national television promotion for the product using a new commercial which features a small, grubby boy who has a "lot of fun" bathing with Super Matey. Another burst is planned for later in the year.

Brand-leader in the bath cube market is Bathjoys, by Reckitt & Colman Products Ltd. They claim that their unit share increased by 6 per cent in 1974 over the previous year, that although the bath cube market is declining in volume, and more slowly in value (RSP for 1974 at £1.44m against £1.48m in 1973) the decline has been slowed down by the current economic conditions. Bathjoys would seem to have benefitted from those people who have turned from the more expensive cubes and who would be unlikely to use another type of additive.

Reckitt and Colman are about to branch into the liquid sector with their new product—Ondine Bath Dew. Reckitt's claim their product has all the benefits expected of a liquid additive—luxurious foam, deeply coloured water, "sensuous" perfumes, skin-softening qualities. The pack has a feminine appeal inspired by the

Continued on p762

pre-Raphaelites' painting—Hylas and the water nymphs—and the product is offered at a utility price—£0.56 for 200cc size. There are two fragrances: blue pool and deep green.

The makers are giving Ondine strong support. A 5p-off coupon is contained in the launch advertising to appear in full-colour in women's magazines from June—December. Consumers sending two proofs of purchase will receive a free 16 x 27ins colour poster reproduction of the Ondine pack.

Ondine will be advertised on television in the Midlands, Scotland and Grampian areas in the launch period. This will extend to a national campaign later.

Elida Gibbs claim a 5.6 per cent share for Three Wishes through chemist outlets last year, placing the product third in consumer preference. But, they point out, they regard their product to have greater potential than their rival brands because their results have been gained from a lower distribution area.

To improve the product's share, Elida Gibbs are about to relaunch the range. The foam bath has been reformulated to contain a built-in skin conditioner and has higher viscosity; the perfume and colour remain unchanged. The packaging has also undergone a change—the familiar, cylindrical bottle is now tinted and has a tinted cap, giving a more cosmetic appeal when in use.

Elida Gibbs plan to spend £152,000 on television advertising for the foam bath from July-December, with television backing for the whole Three Wishes range estimated to reach £½ million.

Romantic product image

Cussons are supporting Badedas with a £70,000 magazine advertising campaign this year, using home and garden magazines plus the popular women's magazines. The theme of the advertising has been changed to show two men about to fight a duel overlooked by a woman who has just left her Badedas bath. Cussons claim they were the first to produce an upmarket bath additive and to project a "romantic" and not a "utility" product image.

They claim a compounded volume increase of 20 per cent per year for Badedas, and that although the product's main appeal is as a gift item, sales are steady throughout the year.

Fynnon bath range say Beecham is well established as a leading representative of the therapeutic group, but as it comes in the twin forms of salts and liquid it straddles both the solid and the liquid segments of the market. The range consists of two variants—Fynnon Spa bath salts and liquid and Fynnon herbal bath salts and liquid.

Fynnon Spa bath contains natural minerals, has a "refreshing" pine fragrance, turns the bath water a shade of green and produces a foam. Fynnon herbal bath contains blended herbs, turns the bath water a turquoise colour.

Following test marketing in the Tyne Tees area, Beecham have recently launched a foam bath called Midas. During the test period, which lasted six months, Midas foam bath is said to have reached and sustained a liquid brand-



Courtesy of Reckitt & Colman Products Ltd

leader position in chemists, exceeding sales targets by 50 per cent, and establishing a high level of repeat purchase.

The foam bath is aimed at the whole family—thereby filling a gap in the market between functional, "therapeutic" brands and the luxury "indulgence" brands, say Beecham. They plan to support the national launch by a £250,000 national television campaign and a further £250,000 will be spent on introductory trade deals, point-of-sale and follow-up promotions.

Sterling Health Products place their Sona tonic bath salts among the first three in the bath salts sector of the market. The range has been repacked to emphasise more strongly the three fragrances—pine, floral and blue Cologne. They too, point out that despite the trend towards liquid additives, the current economic situation is making people return to bath salts.

Goya claim they offer luxury bath additives at a utility price. They first introduced Aqua Manda foam baths in 1969 when there were very few foam baths on the market and the ones that were available were sold mainly as Christmas-only lines. By the end of 1970 their sales had quadrupled and by 1973 had increased another 50 per cent. Since then sales have levelled off and are consistent for the whole year.

Their bath oil, which they claim to be the only floating bath oil in the lower price range, represents about 70-75 per cent of their foam bath sales and is considered to be more of a "specialist" product. The Goya bath additive range has been extended to include Aqua Citra, Omen—aimed at the young section of the market—and more recently, Parsley Flowers, plus the ever-popular, Aqua Manda range.

CIBA-Geigy regard their product, Aquasil, which features "a gentle deodorant" in its formulation, as playing a major part in the growing importance of the liquid sector of the bath additive market. Aquasil's share of this sector increased to 10.4 per cent for the months August and September 1974 compared to 8.1 per cent for the same period in 1973. It has an obvious gift appeal, say CIBA-Geigy, indicated by the fact that it increased its share to 14 per cent at Christmas time.

They claim to have an increasing brand loyalty to Aquasil due to up-trading.

In 1973 August/September period, the 20 bath size of Aquasil represented 9 per cent of total Aquasil consumer sales by value; in the same period in 1974, the large size represented 19 per cent of consumer sales. CIBA-Geigy will continue their advertising support for the brand in a series of new, colour advertisements in women's magazines.

Marketing and advertising strategy for Us herbal bath is aimed at the younger end of the market with emphasis on its suitability for both sexes. This can be seen by the "contemporary" packaging for the Us range. The 1975 advertising campaign budget for Us herbal bath is being maintained at £80,000 using television and centring around the Christmas buying period.

The liquid section, therefore, can be regarded as the more active part of the market. Although primarily promoted as the bathtime luxury product, the section does contain a number of ranges with prices comparable with those in the "utility" sector. The Country Lover range by J. N. Toiletries offers bath gels from 19p-49p and bath milk at 19p-29p. Rosedale's foaming pine bath offers a generous-size bottle for 27p and herbal and lemon baths for the same price. Vivelle bath oil by Fasset & Johnson provides a fragrant, foamy, skin-care treatment for 59p, and Bronnley's country herb bath is 52p. André Philippe claim a large section of the bubble bath market—all at the lower price range.

At the other end of the market, there are the liquid additives promoted more for their gift appeal, or for those who like to be "fragrance-matched" in all their toilet preparations. Often customers will buy the less expensive bath additive to "try-out" a new fragrance range. Included in these upmarket brands are Floris concentrated bath essence that comes in a wide range of flower and bouquet fragrances to complement or match their toilet water. They also offer a foaming bath oil and Bath-o-Floris, fine bath crystals in a decorated ceramic jar. Packaging also plays an important part in the Taylor of London bath additives—bath essence and bath oil.

Gift-appeal success

Other ranges with "gift appeal" are Fenjal creme bath by Scott & Bowne, Mary Quant bath balm, crystals and essence, French of London herb bath foam and the Kiku bath oil and bubble bath and Xanadu bubble bath by Fabergé. Most of the fragrance houses—Houbigant, Worth, Christian Dior, Yves St Laurent, Elizabeth Arden, Helena Rubinstein and many more, contain bath additives in their ranges which would obviously place them firmly in this section. Yardley see their success in the bath additive market as being dependant on the gift-appeal of the fragrance ranges.

With the peak, pre-Christmas selling period approaching, most manufacturers are making plans to give their ranges advertising support in what is becoming a very active market. The growing consumer trend towards an increase in demand for bath additives, means that the chemist, by use of timely buying and well-displayed goods, should be able to improve on his share of the market.

We've been getting into a lot of hot water in the north...

...and now we're spreading!

In our Tyne Tees Test Market, half of all the people who used Midas came back for more, because they thought it better than any other foam bath they'd ever tried.

We know it's a super product and so we're launching it nationally, with the biggest support (£500,000) a bath additive ever had.



**BEECHAM
TOILETRIES**

-sell through faster

BEECHAM PROPRIETARIES, BRENTFORD, MIDDLESEX



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Wella has had nearly 100 years of experience
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Immac

TRADE MARK

PS Regular fragrance Immac is still available in cream, lotion and spray form.

LOOKING GOOD ON THE BEACH

So summer is here and once more thoughts are turned to those two blissful weeks when the daily routine is forgotten and one relaxes on a faraway beach, soaking up (hopefully) the golden rays of the sun. It is also a time of preparation, to ensure that when those hitherto forgotten parts of the body are unveiled they are at their best. Beauty Business looks at a few ways of preparing your customers for their holidays, and how to keep them "looking good" on the beach.

Many customers will consider a soft, silky skin to be a "must" for the beach—particularly for those lily-white days before a tan has had time to develop. Areas such as elbows, knees and feet can become rough and dry during winter months and so will need particular attention when preparing for a holiday. Bathtime is ideal to get to work on these areas. A good brisk rub with a loofah sloughs off dry skin and also helps to stimulate blood circulation; or suggest using a pumice stone, Scholl's rough skin remover or Pretty Feet by Scott & Bowne to help towards producing smoother feet.

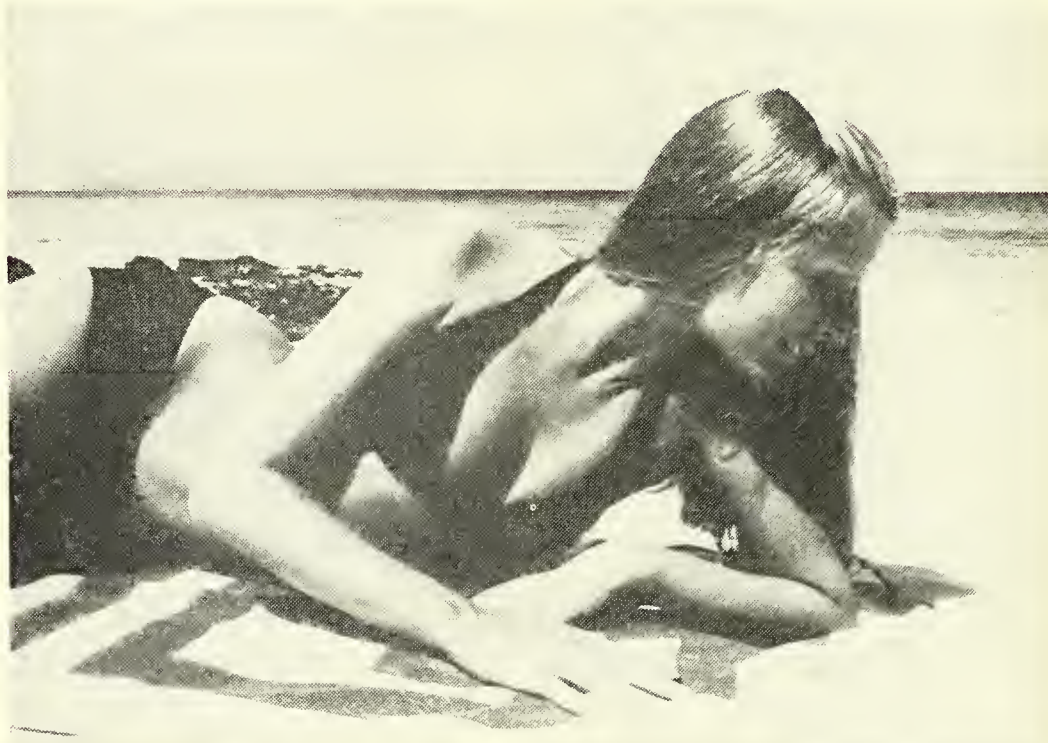
Remind customers that sunshine and fresh air can dry the skin so a liberal use of body lotions before and during their holiday can help to keep the skin smooth and supple. Most cosmetic ranges include body lotions, or suggest creams such as Vaseline Intensive Care or Christy's hand and body lanolin.

Summer problem

Unwanted hair is always a problem but becomes more acute in summer. Ensure displays of shaving and waxing aids together with depilatories—Veeto, Nair, Bu-Toro—are prominent. Then there is the new lemon Immac with its tangy fragrance. Market research results suggest it is really going to be a "till jerker", encouraging new users by its "hygienic freshness". ICC say it seems to soften the hair and melts it away. Regrowth appears to be slower and the hair feels softer.

It always is important to stress the need for sun-protection. There are many suntan ranges to choose from; some new ones this year include ranges by Vichy and Helena Rubinstein, Bergasol distributed by Chefaro Proprietaries, and Fontarel have introduced a fake tan, No-sun tan lotion. Re-read spring's *Beauty Business* for a guide to suntan preparations.

Sunglasses offer the dual purpose of protection and are an attractive beach accessory. Popular styles this year should be those with dégradé lenses with matching plastic frames, or the more expensive photochromatic lenses that



Courtesy of Vichy UK Ltd

change in colour intensity with the light conditions; but for many the basic turnover in this area will come from the extensive Polaroid range.

For the beach it is important to look and feel fresh. Fresh-up tissues prove invaluable "refreshers" and there are many to offer—4711 Colognettes are a traditional favourite, along with Quickies, All Fresh, Aquasil, Fresh n' Dainty and Savette. Footspray such as Foot Guard, In-Step, or Scholl's are often a boon to summer feet, as are Scholl's range of sandals and clogs. They have produced two new styles this summer, both ideal for on the beach.

Often a light Cologne or toilet water will freshen up skins on a crowded beach. 4711 solid Cologne stick, the new solid fragrance compacts by Coty or Miners Enchanters, are handy for the beach as they eliminate danger of spillage and take up little room in a beach bag.

The benefits of conditioners should be stressed when advising customers on summer hair-care. Such conditioners as Wella Herbal rinse, Alberto Balsam creme rinse and conditioner or Creme Silk by Elida should help to counteract the drying effects of the sun.

For swimmers this year's swimcap collections offer something for everyone—from elaborate exotic-looking rubber floral designs in vivid colour combinations, to pretty feminine nylon frill caps; moulded rubber styles, the ever-popular turban and "fun" swimwigs. Wide ranges are offered by Britmarine, Jantzen and Suba Seal. Or your

customers may like one of the beach hats offered by Columbia, when not swimming in the sea.

And to complete the "look", hair accessories are the answer. The Lady Jayne and Olive ranges include attractive pony-tail bands and bobbles for long hair and hair slides to keep unruly hair out of the eyes.

As swimsuits and bikinis do not have pockets travel holdalls become invaluable for carrying odds and ends. Many have pvc linings for carrying wet swimwear and zipped pockets for cosmetics and toiletries. Styles by Jacqueline, Columbia and Solport should prove popular.

For those who like to have a picnic on the beach, Aladdin, Thermos and Vacco produce brightly coloured vacuum flasks and jars to suit most needs. And for British beaches in particular, a new development in beach blankets has recently become available in the UK, the Space Sportsman's blanket by Sams Atlas Ltd. The blanket is waterproof and has reflective qualities to give a "more uniform suntan".

With this country's current economic problem of a depreciating pound, few customers will want to buy cosmetics and toiletries abroad. Now is the time for them to be stocking up with the products they will be needing. To ensure they take all they will require, group together the different products associated with holidays on a well-appointed "beach bar" display. Often a well-thought-out display will go a long way towards "jogging" their minds in the right direction!

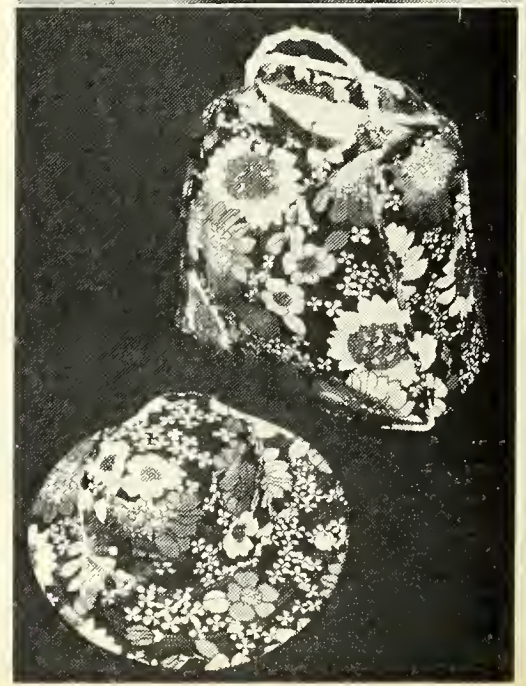
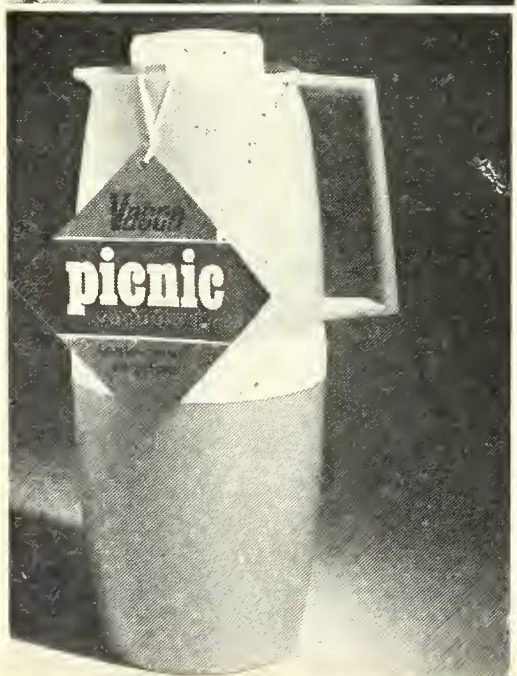
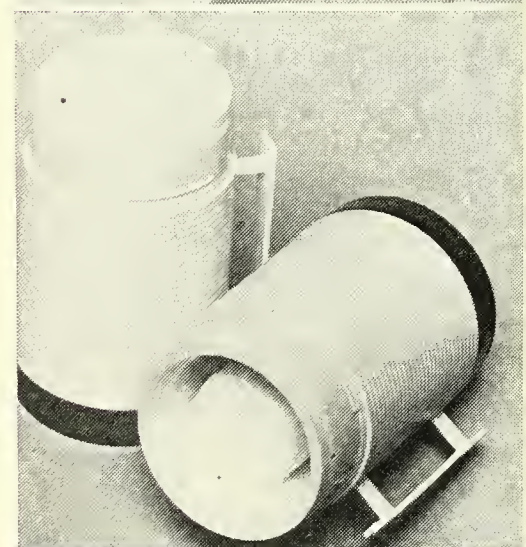
ON THE BEACH



Above: left, Swimwig by Britmarine, from Haffenden-Richborough Ltd, right, turban style by Jantzen, from Barclay Pharmaceuticals. Left, Firefly beachbag by Jacqueline, right, floral style by Jantzen comes in green, yellow, blue; red, yellow, brown; green, pink, blue colour combinations.



Left, model 8503 by Polaroid, right, food flask by Aladdin Industries Ltd; below, left, picnic jug from Vacco Ltd, centre, Solamatic sunglasses from Lessar Brothers Ltd, right, beach bag and matching sun hat by Columbia Products Ltd.





Above left, swim cap by Suba Seal Ltd, centre, Uvex sunglasses by Boma Products & Co, right, two-buckle sandals by Scholl (UK) Ltd.

Below left, beach bag by Solport Bros, below centre, "T" flask by Thermos Ltd.



How can you make money out of it when we're giving it away?

Bergasol will, by now, be arriving in your shops and our advertising campaign (giving away free samples) is about to break in the national press.

As soon as the population of Britain discovers it can get a continental suntan, using just Bergasol and the British sun, they'll want to buy more.

That's where you come in.

At £1.50 to £2.00 a bottle.

So if you've ordered Bergasol from your Chefaro rep., get your till ready.

If you haven't ordered your display unit contact your Chefaro rep. or wholesaler right now.

Maybe if the other suntan product manufacturers were as sure people would come back for more they'd all give away free samples too.

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Chefaro Ltd., Crown House, Morden, Surrey.



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- * Mitchum Anti-perspirant has three times the active ingredients of all other popular anti-perspirants which makes it the fastest growing product of its kind on the market.
- * It is being promoted with full colour 30 second T.V. commercials running simultaneously in London, Southern, Midlands, Tyne-Tees, Yorkshire, Central Scotland, Grampian, Ulster and Channel.
- * Big Bonus offer
21 piece Shelf Extension featuring sprays
Profit £7.96
- * 37 piece Tray featuring liquids, cream and spray
Profit £21.04
- * 80 piece Gondola Display featuring Regular and Trial sprays—Profit £54.70.

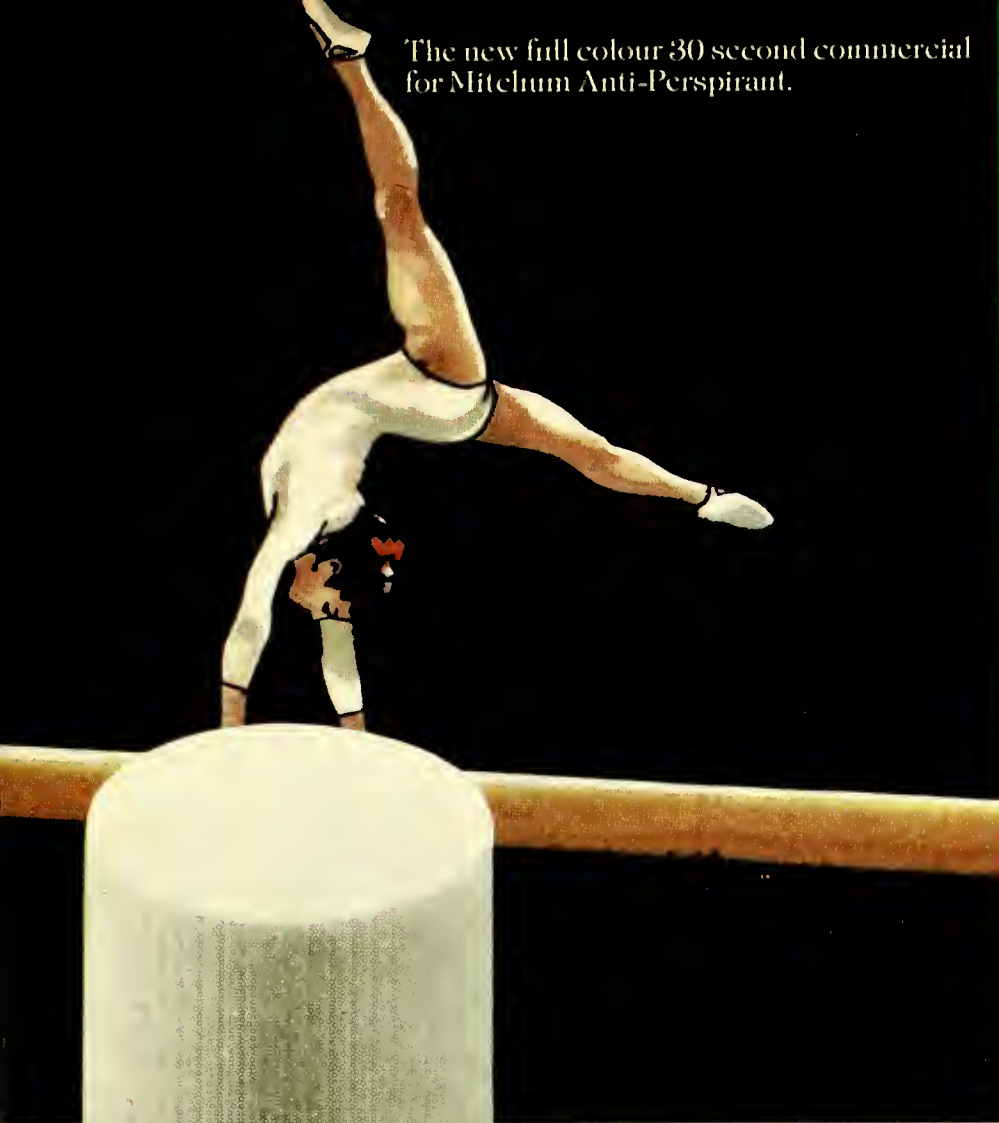
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Display Mitchum and make new profits from anti-perspirant in 1975.

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The new full colour 30 second commercial for Mitchum Anti-Perspirant.



Whoever you are



Whatever you do
you perspire



and that can be a problem



That's why we made Mitchum



The anti-perspirant that's
specially made to help
stop problem perspiration.



Mitchum
helps stop
problem
perspiration
Mitchum Anti-Perspirant
Specially made to help
stop problem perspiration

80 piece Gondola Display



21 piece Shelf Extension

37 piece Tray



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We offer you reliability
and uniform quality
guaranteed by many years
of experience

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Atropine and derivatives
Digitalis-glycosides
Hesperidin and derivatives
Hyoscine and derivatives
Hyoscyamine and salts
Physostigmine and salicylate
Pilocarpine salts
Quercetin

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pharmaceutical materials**

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Contact lens solutions: how necessary is control?

Earlier this year, the Department of Health started talks with manufacturers of contact lens solutions as a first step towards bringing these preparations under Medicines Act control. Dr S. N. Ganju and Mr Philip Cordrey, Contact Lenses (Manufacturing) Ltd, argue below that such rigorous control may be inappropriate for contact lens solutions. Dr D. J. G. Davies and Professor D. A. Norton, Bath University School of Pharmacy and Pharmacology, disagree.

A scheme of voluntary control with inspection for contact lens solutions was proposed by the Department of Health and agreed to by all manufacturers present at the meeting convened by the Department on February 5. We are extremely disturbed, however, by the haste with which the Medicines Act is being extended to the manufacture of contact lens solutions and materials before the desirable performance and toxicity parameters of these recently-introduced fluids have been established.

Solutions for cleaning, soaking, wetting and "asepticising" hydrophilic contact lenses are relatively recent pharmaceutical developments, therefore there are as yet no agreed standards to ensure safety, quality and efficiency. (We use the term "asepticising" in preference to the more commonly employed words "sterilising" or "disinfecting" because we feel that it is a more accurate description of the action of the solutions under discussion.) More pharmaceutical data need to be published, and the various viewpoints of the microbiologist, toxicologist, ophthalmologist, polymer chemist, contact lens practitioner and pharmaceutical chemist reconciled.

Academic research, recently published (*C&D*, November 16, 1974, p688), has been concerned only with the antimicrobial aspect of contact lens solutions, and the method of testing is one which many microbiologists consider over-severe and not, strictly speaking, an "in-use" test. Several factors complicate the care of hydrophilic lenses: lens materials, asepticisation methods, physical contamination by preservatives or metabolites or their chemical bonding or both, and individual traits of wearers, ie variation in tear fluids, working environment, personal hygiene and habits.

Essentially it is the lens, hard or soft, which should be sterile at the time of insertion, so it would seem logical to conduct antimicrobial tests on lenses following the recommended cleaning and cold asepticising regime, rather than to test the fluids alone and out of context. Such a study would, we are sure, confirm that lenses tested strictly in accordance with the instructions for cleaning and asepticising issued by the manufacturer and practitioner were free from bacterial and other contaminants. This is the experience in practice of those who deal with contact lenses in use.

Further, there should be different stan-

dards for testing the antimicrobial activity of cleaning, asepticising and wetting solutions, and for those designed for use with hard lenses and soft lenses. Subjecting all types of solutions to a standard challenge test and thereafter standardising them may produce in the long term problems of irritation and discomfort for the patient. A hard lens may be soaked in a fluid which can withstand a standard challenge test because a hard lens surface (methyl-polymethacrylate) is hydrophobic and does not easily bind chemicals and other contaminants on the surface—or matrix—of the lens.

Soft lenses, however, can absorb water up to 85 per cent of their weight. Mucoproteins, tear metabolites, cosmetic debris and bactericidal agents could bind physically and chemically with the lens material, thereby causing discomfort and irritation to the patient; hence soft lenses are, and should be, exposed to minimal antibacterial activity—sufficient to asepticise the lens and ensure patient comfort.

Asepticisation by boiling is no doubt bacteriologically very efficient, but it can be inconvenient and may lead to patients

taking short cuts. When the boiling method is used, lenses manufactured from HEMA material become coated white with different metabolites which render them uncomfortable and reduce their visual acuity. Daily and periodic cleaning of soft lenses by specially designed polymeric and/or oxidative or detergent enzymatic cleaning agents, and cleanliness of the lens storage case, are vital factors in keeping hydrophilic lenses free of contamination and the patient free of ocular infection and irritation. Ultraviolet spectroscopy studies of patient lenses and infrared studies of the various contaminants may elucidate further the long- or short-term problems of soft contact lens wearers.

A balance has to be struck between preservative binding and reasonable bactericidal efficiency when choosing the concentration and the type of bactericidal agent, although how much of this dilemma is real in terms of cytotoxicity of the eye tissues and actual bacterial infections suffered by contact lens wearers is an open question. To quote a practitioner writing in *The Optician*: "I have often wondered how many lenses after being placed in the eye by the contact lens wearer are truly sterile. The number I would suggest would be very few, human nature being as it is. No matter how much we impress on our patients the necessity of hygiene, no matter how much time is spent in the handling of lenses, patients will drop their lenses, they will touch their faces and eyelashes before insertion, fingers nicotine'd, carrying cases filthy."

"I saw a patient recently whom I fitted 15 years ago and she still licks her lenses before insertion although I lecture her every visit. I am glad to say that no harm has befallen her. And yet the number of patients we see with adverse eye conditions and infections are small and most of those are due to badly-fitted lenses and not non-sterility. Fortunately the eye is

Contact lens cleaning solutions

Some proprietary contact lens solutions are only suitable for hard lenses and if used on soft or hydrophilic lenses may harm the lens or damage the patient's eyes. The following lists, reproduced by courtesy of the National Pharmaceutical Union, give useful guidance.

Unsuitable for soft lenses

Adapette
Adapt
Barnes Hind wetting solution
Blink-n-Clean
Clean-n-Soak
Clens
Comfort drops (Barnes Hind)
Contacare
Contactasol
Contactasoak
Contique soaking
Contique wetting
Gel Clean
Kelsoak
Kelvinol
K. Lens
LC65 cleaning solution
Lensmate
Liquifilm wetting solution
One solution (Barnes Hind)
Optrex wetting
Optrex soaking
Soaclens
Soakare

Soquette
Stericlens
Steriplain
Sterisoak
Titan
Transoak
Transol
Total

Suitable for soft lenses

Cleaner No. 4 (Barnes Hind)
Flexsol
Hydrosoak
Hydrosol
Hexidine
Hydrocare
Monoclen
Normol soft lens solution
Preflex
Salette
Soflens
Sterisal
Sterisolv
Sterisoft

a tough organ whose fluids contain bactericidal agents."

Tragakis, Brown and Pearce (*American Journal of Ophthalmology*, 1973, 75, 3) have stated that at present there are no reports of infections associated with soft lenses when used to correct refractive errors. They also state that Kaufmann informed them of eight infections which could be associated with soft contact lenses seen during the treatment of more than 600 diseased eyes, which is a low incidence considering the severity of the diseases treated.

Adequate data have not been published concerning the preservative aspect of soft lens solutions; possible profitable areas of study would be as follows:

1. A chronic toxicity study of contact lenses soaked in fluids containing various preservatives and in varying concentrations, with the test lenses regularly being subjected to ultraviolet and infrared spectroscopy.

2. A sorption and desorption study of the preservative-container system in contact lens fluids.

3. A study of irritation problems where the cause of the irritation or infection is traced to any of the following: misuse of contact lens solutions; faulty fitting or lens design or both; defective asepticisation methods.

The following substances have been advocated for use in soft lens disinfection: hydrogen peroxide, polyvinyl pyrrolidone-iodine, chlorhexidine, thiomersal, sodium EDTA, nipastat. Thiomersal, sodium EDTA, nipastat and chlorhexidine in low concentrations and in various combinations are effective and largely acceptable asepticising agents.

By subjecting hydrophilic contact lenses to a daily and periodic cleaning regime in conjunction with overnight soaking in low concentration bactericidal solutions, a satisfactory asepticising system may emerge which will be acceptable to the wearer on a long-term basis and will also afford protection from the usual bacterial infections of the eye; and it is this system, together with the lenses for which it is intended, which we would like to see considered as a whole.

Department 'acting responsibly'

by Dr D. J. G. Davies and Professor D. A. Norton
School of Pharmacy and Pharmacology, University of Bath

Following our recent publication on the antimicrobial efficiency of contact lens solutions¹, a number of short letters and articles regarding it have appeared in the pharmaceutical and optical Press²⁻⁴. Most have welcomed the interest shown in the performance of these solutions, but some, as do Ganju and Cordrey in this publication⁴, have criticised both the "academic" nature of the work and the proposed steps to be taken by the Department of Health to control the manufacture of these solutions. It would seem opportune, therefore, to reiterate our reasons for carrying out the study, to outline the further work we are doing, and to explain the steps which we understand the Department wishes to take to control not only the solutions, but also the lenses.

Two types of lenses are available, hard and soft. They are placed in and removed from the eye at least once a day so there is a possibility of causing minor damage to the eye which may subsequently become infected. Since lenses were first introduced, the need to sterilise them prior to insertion in the eye, was recognised⁵⁻⁸ and to accomplish this they are normally stored in soaking solutions. The preservatives most commonly used either singly or in combination are: thiomersal 0.001-0.004 per cent, benzalkonium chloride 0.004-0.02 per cent, chlorhexidine gluconate 0.0025-0.006 per cent and chlorbutol 0.3-0.5 per cent.

Other solutions clean the lenses and render their surfaces "wettable" by lachrymal secretions. These solutions are formulated to cope with chance microbial contamination occurring during use, so that although they contain the same antimicrobial agents as soaking solutions their concentrations are much less.

The concentrations of antimicrobial agents used in contact lens solutions are much less than those used by the BPC to

preserve multidose eye-drops. The BPC concentrations have been found over many years' experience to be necessary to inactivate chance contamination that might be introduced into the eye-drop solution and it is doubtful whether a combination of two different preservatives at low concentrations will be as effective as one at the BPC concentrations.

The question arises why contact lens solutions do not contain the same concentration. The reason generally given is that the lenses, particularly hydrophilic ones, sorb preservatives which are subsequently desorbed into the eye causing irritation after prolonged use. To try to minimise this the concentration of antimicrobial agents is decreased. However the concentrations that are used must be sufficient to bring about their stated action, ie in the case of soaking solutions to disinfect lenses and in the case of cleaning and wetting solutions to inactivate chance contaminants.

In our initial work¹, we challenged the ability of commercially available contact lens solutions to inactivate standard numbers of micro-organisms which can cause eye infections. It was found that while some of the solutions killed all micro-organisms within one hour, under the test conditions used others allowed the growth of one or more of the test organisms even after 24 hours contact. These initial studies merely showed that some solutions will not kill a large inoculum of bacteria within 24 hours, they do not tell us whether this constitutes a threat to the safety of contact lens wearers. There is, however, quite clearly, the possibility of such a danger and so we felt it necessary to communicate our initial results to the professions involved, via the normal channels.

This work is being sponsored by the Department of Health, and following our preliminary survey, we are now investigat-

ing the influence of many factors, including microbial challenge levels, the presence of protein, the presence of lenses, as well as the effect of repeatedly challenging the same solution with low levels of micro-organisms. As a result of these studies we would hope eventually to arrive at reasonable standards of antimicrobial efficiencies for the different types of solutions. As we have recently stated⁹, these tests should logically be based on a knowledge of the danger to the patient consequent to the use of contaminated solution. Therefore we consider it necessary to carry out a survey amongst contact lens wearers to determine the frequency of occurrence of eye infections compared with non-wearers of contact lenses. No data regarding this are at present available.

In our view, however, because of the site of application of lenses they and their solutions should be subject to the Medicines Act, so that their process of manufacture and sterilisation, their quality control and the premises in which the processes are carried out can be controlled. Our belief in the necessity for this was further strengthened by a study of the concentrations of stated preservatives contained in commercially available contact lens solutions. These results have been given to the Department of Health and will be published when our studies are complete.

It is of interest that while most solutions contained within 80-120 per cent of their stated preservative concentration, some solutions contained concentrations below 50 per cent, while in two solutions purporting to contain thiomersal we failed to find any. Further investigation would suggest that loss of preservatives occurred as a result of sorption into the plastic containers and it further underlines the need for adequate control of the manufacture of these solutions.

We strongly endorse, therefore, the move by the Department of Health to ask for voluntary control of the manufacture of these solutions until such time as adequate standards for their antimicrobial efficiency can be formulated. We believe the Department is acting with responsibility in protecting the health of the public and we cannot agree that this is being done "in haste" as is stated in the article by Dr Ganju and Mr Cordrey.

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now has a serious rival.

Low-solute milks are now the growth sector in the baby milk market.

Ostermilk Complete Formula, our new low-solute milk, is already the fastest growing baby milk-food in the country.

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The number of hospitals using the ready-prepared version of our new milk—Ostermilk Ready-to-Feed milk-food for babies—goes up every month. So more and more mothers will be asking for Ostermilk Complete Formula when they come out of hospital.

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contented babies.**
from Glaxo-Farley Foods.

'No more restrictions on aspirin' plea

The case against imposing "harsh" restrictions on the sale of aspirin was argued by speakers at a symposium held by the Aspirin Foundation last week.

Some countries were banning advertising, controlling distribution or proposing that all packs of aspirin should carry warnings about the risks of gastric bleeding, drug interactions, allergies and so on, said Dr G. R. Fryers, Reckitt & Colman's director of strategic development and chairman of the Foundation. More regulations would increase costs, would probably benefit no-one and would make patients less able to make their own decisions as to when they needed medical attention, he thought.

Restricting pack sizes would just make abusers buy more packs and make life harder for the non-abusers.

Dr Fryers called for a more critical evaluation of retrospective statistical surveys on aspirin. One survey had suggested that aspirin helped spread the common cold because the virus had been isolated in nasal wash-outs of 58 per cent of cold sufferers who had taken aspirin and in only 34 per cent of sufferers who had not. But if sneezing was reduced by 20 per cent by taking aspirin, was the conclusion that aspirin spread colds justified Dr Fryers inquired.

Australian survey

Similarly, an Australian survey suggested analgesic abuse produced underweight babies, more liable to peri-natal mortality, without fully considering that analgesic abusers probably abused their health in many other ways. Most people now accepted aspirin's safety in the kidneys despite earlier poorly-controlled retrospective studies which suggested that aspirin caused renal papillary necrosis. And the relationship between aspirin and gastric bleeding was still not clear cut, he added.

Dr Wyndham Davies, a London general practitioner, said it was disturbing when irresponsible attacks were made on a medicine which had "stood the test of time", having been used for over 75 years. The equivalent of 11 million aspirin tablets were prescribed and sold each day in Gt. Britain, with few harmful results being recorded.

Aspirin had been abused—"the severely neurotic person would abuse anything"—but it was becoming less popular as a suicidal agent and the problems of accidental child poisoning applied to any medicines left lying around. The misuses were not the fault of the product and would not be put right by controlling its pack size. He felt that doctors misused aspirin by prescribing inadequate substitutes instead.

Dr Wyndham Davies believed the solution to misuse lay in better health educa-

tion. People had a right to accurate information on the use of home remedies and in this respect good advertising was helpful. Whereas the risk of slight intestinal blood loss might be unimportant in a normal patient, the peptic ulcer patient needed advice.

□ Aspirin had been shown *in viro* to inhibit the osteolytic activity of breast tumours, said Dr. T. J. Powles, Institute of Cancer Research, London. Most patients with breast cancer eventually developed destructive bone metastases and clinical trials were starting to see whether aspirin could arrest this process.

Prescription specialities

INSULIN NOVO MONOTARD MC

Manufacturer Novo Industri A/S, Copenhagen, Denmark. Distributors, Farillon Ltd, Chesham House, Chesham Close, Romford RM1 4JX

Description Neutral suspension of monocomponent pork insulin, 30 per cent in amorphous form and 70 per cent in crystalline form. White, cloudy liquid when shaken

Indications Insulin-dependent diabetes. May be advantageous in insulin fat atrophy, insulin allergy, insulin resistance and labile diabetes and for intermittent short-term therapy

Contraindications Hypoglycaemia. Diabetic coma

Dosage According to patient's needs, by subcutaneous or intramuscular injection, usually once but perhaps twice daily. Duration 2½ to 24 hours, maximum effect 7 to 15 hours after injection. Earlier effect may be enhanced by adding Semitard MC and rapid, intense initial effect by adding Actrapid MC

Precautions Diabetics previously treated with beef or mixed pork and beef Lente insulins may develop insulin antibodies so on transfer to Monotard MC dosage may need reducing immediately or possibly in the long-term. Must not be left to stand in syringe before injection

Storage Between 4 to 10°C. Should not be exposed to excessive heat or strong sunlight, neither should it be frozen

Packs 10ml vials of 40iu/ml (£1.20, trade) and 80iu/ml (£2.04) in packs of 10

Supply restrictions P1, S7 (1)

Issued June 1975

INSULIN NOVO ACTRAPID MC

Manufacturer Novo Industri A/S, Copenhagen, Denmark. Distributors, Farillon Ltd, Chesham House, Chesham Close, Romford RM1 4JX

Description Neutral solution monocomponent pork insulin containing 40 or 80 iu per ml

Indications Insulin-dependent diabetes where quick and intense action required. Also suitable for admixture with long acting insulins where rapid and intense initial effect needed. May be advantageous in insulin fat atrophy, insulin allergy, insulin resistance and labile diabetes and for intermittent short-term therapy

Contraindications Hypoglycaemia

Dosage According to patient's needs, by subcutaneous, intramuscular or intravenous injection, 30 to 15 minutes before meal. Duration ½ to 7 hours, maximum effect 2½ to 5 hours after injection

Precautions Diabetics previously treated with beef or mixed pork and beef soluble insulin may develop insulin antibodies, so on transfer to monocomponent insulin dosage may need reducing immediately or possibly over a period of weeks or months

Storage Between 4 to 10°C. Should not be exposed to excessive heat or sunlight, neither should it be frozen

Packs 10ml vials of 40iu/ml (£1.10, trade) and 80iu/ml (£1.87) in packs of 10

Supply restrictions P1, S7 (1)

Issued June 1975

INSULIN NOVO SEMITARD MC

Manufacturer Novo Industri A/S, Copenhagen, Denmark. Distributors, Farillon Ltd, Chesham House, Chesham Close, Romford RM1 4JX

Description Neutral suspension of monocomponent amorphous insulin from pork pancreas, containing 40 or 80iu per ml. White, cloudy liquid when shaken

Indications Insulin-dependent diabetes. May be advantageous in insulin fat atrophy, insulin allergy, insulin resistance and labile diabetes and for intermittent short-term therapy

Contraindications Hypoglycaemia. Diabetic coma

Dosage According to patient's needs, by subcutaneous or intramuscular injection, usually twice daily. Duration 1½ to 16 hours, maximum effect 5 to 10 hours after injection. May be admixed with Monotard MC or Novo Lente to intensify earlier effects

Precautions Diabetics previously treated with beef or pork Semilente insulins may develop insulin antibodies, so on transfer to Semitard MC dosage may need reducing immediately or possibly in the long-term. Must not be left to stand in syringe before injection

Storage Between 4 to 10°C. Should not be exposed to excessive heat or strong sunlight, nor should it be frozen

Packs 10ml vials of 40iu/ml (£1.10, trade) and 80iu/ml (£1.87) in packs of 10

Supply restrictions P1, S7 (1)

Issued June 1975

Loestrin 20

Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, have introduced Loestrin 20, an oral contraceptive containing ethinyloestradiol 20mcg and norethisterone acetate 1mg (pack, 21 tablets, £0.33 trade).

Letters

Dettol cream

It has always been a source of puzzlement to me that Dettol is not regarded as a product suitable for RPM by the manufacturers. Following the receipt of a letter from the company seeking support for their new Dettol cream, I have sent the enclosed letter to the company.

Peter Clarke
Dorchester, Dorset

Mr Clarke's letter states: "Your letter introducing a new Dettol presentation was interesting in as much as you appear to be writing to pharmacists (but do not make this clear) and furthermore, appear to recognise the value of their OTC recommendations to the community.

"It is a great pity, therefore, that once again with Dettol you have not regarded the new product as a medicinal product and made it subject to RPM. Being a non-medicinal under the 1968 Medicines Act, it will not be restricted to pharmacies when the Act is finally implemented, and your policy of establishing your new presentations via the pharmacy now, is obviously destined for the cut-price outlet.

"Under the circumstances, you will appreciate that most pharmacists will have to consider whether it is in everyone's interests to use 'skilful merchandising and store display' in order to increase sales of your new commodity."

[Mr R. S. Harris, marketing director, pharmaceutical division, Reckitt & Colman Ltd told C&D that it was the division's policy that Dettol cream would be subject to resale price maintenance. This is in line with their conditions of sale for other pharmaceutical products, excluding Dettol 500, 250, 100, Valderma antiseptic soap and Valpac, which are not subject to a resale price condition. The resale price of Dettol cream is 24p and cannot be sold to the public at a price less than this. Dettol cream is available for general distribution.—Editor]

Candidate's thanks

Through the courtesy of your columns I would like to thank all those who voted for me in the recent Pharmaceutical Society's Council election, and to pay tribute to my family, friends and business associates without whose unflinching support and encouragement service on Council would not be possible.

K. W. Youings
Castle Cary, Somerset

Appreciation

I should like to thank you for the excellent service you have given us over the years—JRES.

Latest branch of the Lancaster Co-operative Society Ltd's pharmacy department which was opened at Cleveleys, Blackpool. The scene here shown was only half-an-hour after the official opening. By the close, 2,000 customers had spent £1,100. The first co-operative pharmacy to be used as a model in layout and space allocation by the CWS retail management services, Manchester, its performance is being monitored



Department turn down notional salary 'analogue'

The Department of Health has rejected the Central NHS (Chemist Contractors) Committee's claim that the notional salary of the proprietor pharmacist should be based on the "analogue" of the principal pharmacist in the hospital service.

A letter from the Department on the subject was discussed at the Committee's meeting last month. However, the Committee agreed that many of the points raised by the Department could be refuted, and it was decided that the Committee's representatives should deal with the letter at a meeting later in that month. The meeting would also discuss the Committee's other outstanding claims.

The letter from Dr David Owen, Minister of State, Department of Health, setting out proposals for the "moratorium" on rural dispensing was still awaited.

Strong views both for and against the general use of child resistant containers were expressed during a discussion on recent Government statements on the subject. It was noted that Boots branches and some private pharmacies had already started NHS dispensing in such containers, although many retail pharmacists were reporting great difficulty in finding stockists. Boots branches were issuing instruction leaflets with each container supplied and the National Pharmaceutical Union were considering something similar as usage increased.

The chairman and representatives of the Committee had met officers from the Department earlier in the month to discuss the proposed deletion of footnotes from the next edition of the British National Formulary. Mr J. P. Kerr, Council member, Pharmaceutical Society, had also attended as a member of the Joint Formulary Committee, at the Committee's invitation. The representatives, while recognising that the footnotes directing the strength to be supplied in the absence of information on the prescription was no

longer acceptable, raised with the Department the implications of deletion of the footnotes and discussed possible courses of action to overcome any problems.

The Department had written concerning the collection and delivery service at Trawsfynydd which involved the dispensing of 3-5,000 prescriptions a year. It considered that such schemes should continue to be run on a voluntary basis and could not accept the Committee's representations that a special rural subsidy payment should be made for providing that service. The Committee decided to make further representations to the Department. On the introduction of SI units into medicine later this year, the Committee is to ask the Department to send its brief guide to the units to all contractors, and make supplies of its wall-size conversion tables for height and weight available on request through family practitioner committees.

□ A spokesman for the Committee confirmed that the meeting between Committee representatives and Department officials had taken place and remuneration was discussed. The Department were to make a reply before the Committee's next meeting.

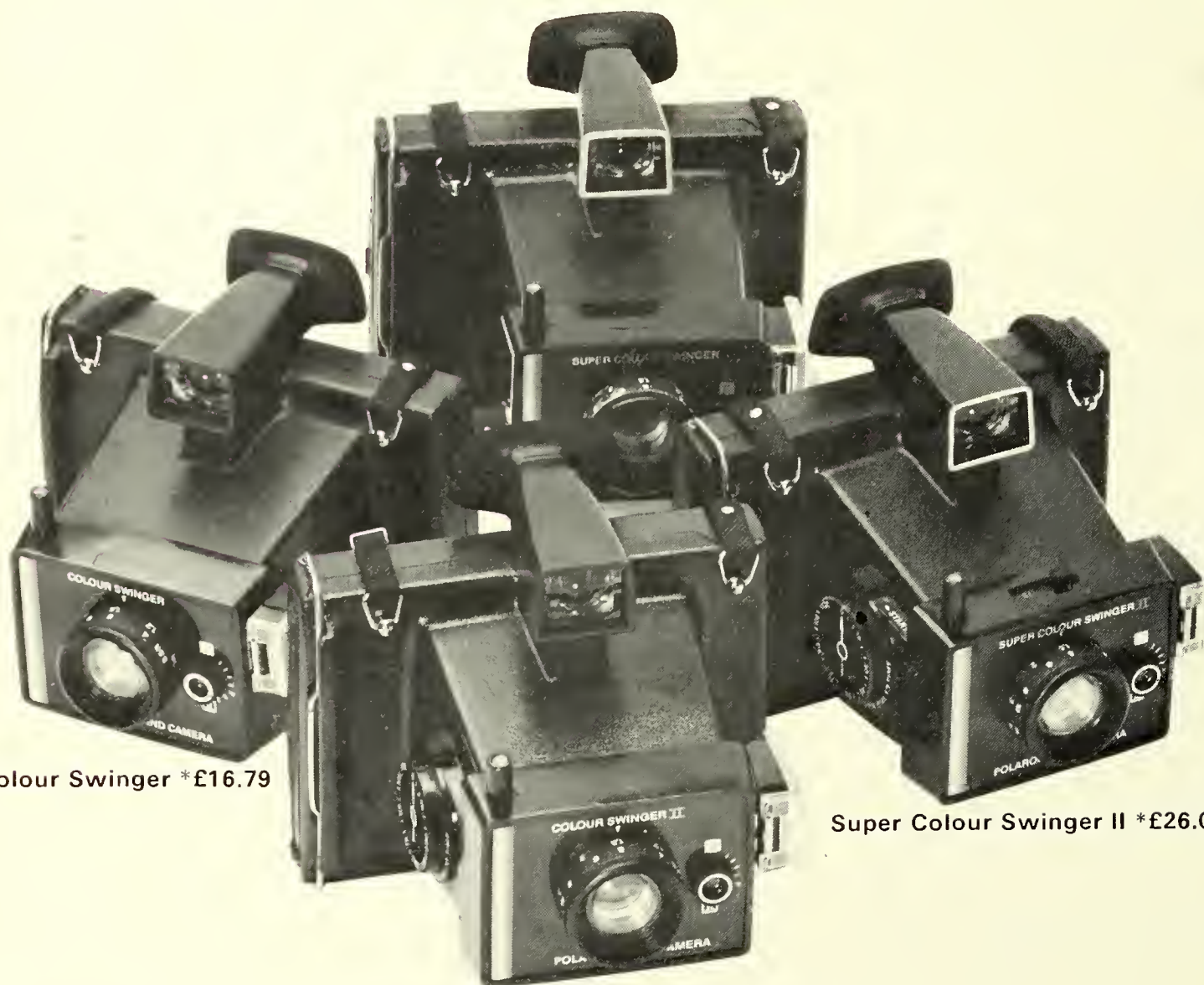
Apollo-Soyuz fragrance

Revlon International has joined with USSR trade officials in developing a commemorative fragrance to mark the joint manned space flight of the Soviet Union and the US in July.

—EPAS—an acronym for "Experimental Project Apollo-Soyuz"—is a concentrated Cologne, manufactured in Moscow from essential oils supplied by the Novaja Zaria perfume plant with packaging supplied by Revlon. Production is being strictly limited and distribution confined to 15 selected outlets in the UK, I. Warman Freed Chemists, London, being the only pharmacy outlet.

You'll probably sell them as fast as we deliver them

Super Colour Swinger *£22.58



Colour Swinger *£16.79

Super Colour Swinger II *£26.04

Colour Swinger II *£20.25

Our fast and efficient delivery service coupled to Polaroid's biggest ever advertising campaign this summer virtually guarantees you'll sell the new Colour Swingers faster than any Polaroid camera before. Get your share of this exciting instant business and order today.

Vestric

Contact your VESTRIC Branch or Representative Now!

Company News

Charterhouse enter US pharmaceutical packing

The American subsidiary of the Charterhouse Group Ltd, Charterhouse Group International Inc, has made its largest investment to date in acquiring, with associates, a leading American pharmaceutical packaging company, Paco Packaging Co. Charterhouse Group International itself has acquired 49 per cent of the equity of the company which has an annual turnover of some \$10m.

Based in Pennsauken, near Philadelphia, and employing over 350 people, Paco utilises the plastic blister type of packaging which is becoming increasingly used in the "ethical" drug field.

Commenting on the reasons for the acquisition, Mr M. Wells, chairman of Charterhouse Group International said "we intend to include among future investments another company operating in the pharmaceutical packaging field and by bringing it under the management aegis of Paco we shall be able to take full advantage of the skills and resources of Paco's personnel."

Laporte seek stronger link with Solvay

Subject to approval of their shareholders, Laporte Industries (Holdings) Ltd are proposing that Solvay et Cie of Belgium be allowed to subscribe for 2m Laporte shares at 86.5p a share. Laporte also propose to issue Solvay with a further 2.89m new shares for conversion of £2.5m of Solvay's £9m unsecured loan stock, 1980. If approved repayment of the balance of the loan stock will be postponed so that £3m will be repayable at the end of 1982 and £3.5m at the end of 1985; interest on the balance continuing at 6 per cent a year until January 1, 1981, when it will be increased to 8 per cent.

The result will mean that Solvay will own 22 per cent of Laporte's enlarged share capital.

Berkhamsted to Benghazi

The Wellcome Foundation Ltd, in conjunction with a haulage company, have recently made what is believed to be the first delivery of pharmaceuticals and insecticides direct to Libya. Because of the severe congestion in the ports of Tripoli and Benghazi, shipments from the UK have been taking up to eight weeks to arrive at their destination. However, using the new overland route through France and Italy to Genoa, and then by ferry to Tripoli, goods can be delivered within one week. So far two lorries have departed from Berkhamsted carrying part of the largest single pharmaceutical-insecticide contract Wellcome has ever negotiated overseas.

Pre-tax profit of £1.55m for Federated Chemicals

Federated Chemical Holdings Ltd's pre-tax profit during 1974 totalled £1.55m on a group turnover of £31.08m.

The results include a full year of the former Greeff Chemicals group; six months of the former Chemical Securities Ltd and eight months for Kingsley & Keith. Previous year's figures are, therefore, not comparable.

Since the end of 1974 the company has sold investments which have realised £2.51m and applied the proceeds to reduce short-term borrowings.

Briefly

The Retail Consortium are moving to 19 Buckingham Gate, London SW1E 6LB (telephone: 01-834 9526) on June 9.

Metal Box Ltd: From sales of £455.59m in the year ended March 31 (against £353.81m in the previous year), the pre-tax profit was £36.70m (against £29.91m).

George Shelley Ltd, 232 Corporation Road, Newport, Mon, are closing down on June 28. The business was established in 1903.

Croda International Ltd have succeeded in getting just over 50 per cent of the voting equity of Midland-Yorkshire Holdings Ltd. But Midland Holdings are asking the Takeover Panel to check late deals in the shares and advise their shareholders to hang on to their shares meanwhile.

Jeyes Overseas Ltd has acquired a new, 11,000-sq ft warehouse in Thetford, Norfolk, which doubles the storage capacity of the company's previous buildings. Commenting on the developments, David Pinney, managing director, says: "Our sales forecasts indicate that we shall be handling 28 per cent more cases in 1975, and I anticipate our expansion of exports to continue and should exceed £750,000 this year."

Appointments

Sangers Ltd have appointed Mr S. M. Walsh their marketing and sales manager. Prior to joining Sangers Mr Walsh was medical marketing manager of Knox Laboratories Ltd.

Mölnlycke Ltd have appointed Miss R. Jobbins assistant product manager.

Bourjois Ltd have appointed Mr R. H. Warwick to the board. For the last two years Mr Warwick was general manager of Bourjois.

Aerosols International Ltd have appointed Mr G. Hodgson, 46, their managing director. He succeeds Mr C. Thompson, who has taken over as managing director of Icyes UK Ltd.

Chanel Ltd have appointed Mr F. A. Evans their export director. Mr Evans joined Chanel as export manager at the beginning of this year. His new responsibilities will be subsidiary companies and agents in the Republic of Ireland, South Africa, Australia and New Zealand.

Warner-Lambert: Mr B. R. Carmichael, president of Warner-Lambert International, has been elected senior executive vice-president of the Corporation. At the same time, Mr Latendresse, president of the European management centre, Ashford, Middlesex was named vice-president of Warner-Lambert.

Kodak Ltd have made the following new appointments in their sales force: Mr A. McGuire, sales supervisor in the South-west, becomes sales supervisor in Scotland and the North-east; Mr B. Potts takes over Lancashire and the Lake District territory; Mr A. Gilbert has been appointed sales supervisor for the South-west and Mr D. Horn takes over Mr Gilbert's old territory in Kent.

Coming events

Tuesday, June 10

Galen Group, Pharmaceutical Society, The Friend's Meeting House, Park Lane, Croydon, at 8 pm. Talk by Mr J. H. Mathews.

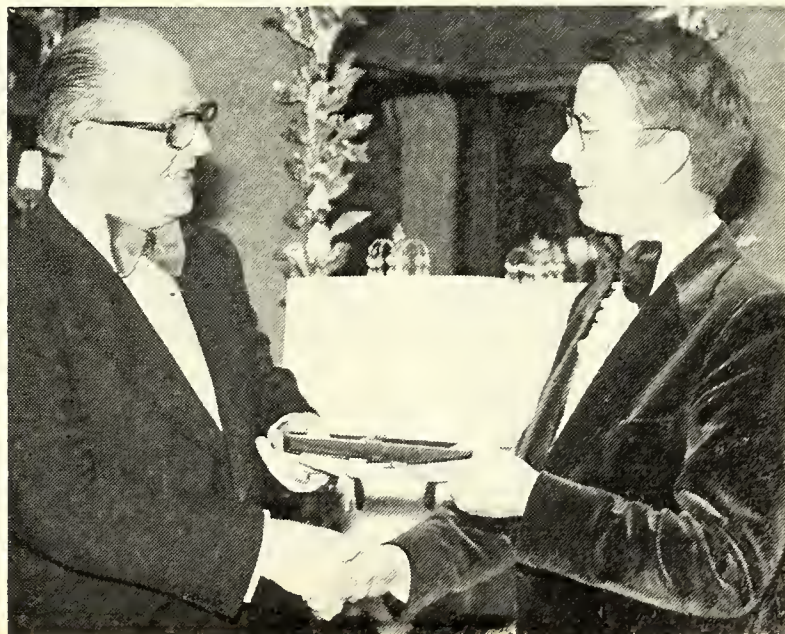
Wednesday, June 11

Scottish Department, Pharmaceutical Society, Society's House, York Place, Edinburgh, at 2.30 pm. Annual meeting.

Advance Information

Association of Information Officers in the Pharmaceutical Industry. Second annual conference at Cripps Hall, University of Nottingham, July 8-10.

International Pharmaceutical Exhibition and Congress, Basle, Switzerland, June 19-22. Congress theme: "Future problems in public health and the profession of pharmacy in Western Europe".



Tom Reid (left), was the honoured guest at a dinner held recently in London to mark his retirement after 3½ years as chairman of Unichem (last week, p738). Mr Reid is pictured receiving a gold wristwatch from his successor Mr Michael Frith

Market News

Oils continue weak

London, June 4: Most essential oil prices continue to drift lower the trend now applying to British distilled as well as imported oils.

Crude drugs were also a weak market with aloes, buchu, balsams, tonquin beans, hydrastis among others, being marked down. Chinese menthol was unable to maintain last week's firmer tone and lost £1.00 kg.

Pharmaceutical chemicals were unchanged on the week but a number of price increases are expected shortly.

Crude drugs

Aloes: Cape £1.20 kg spot £1.15, cif. Curacao £1.35 spot.
Balsams: (kg) Canada: £18.00 afloat; £17.30, cif. Copaiba: BPC £1.75 spot; £1.60, cif. Peru: £6.60 spot; £5.10, cif. Tolu: £3.40 spot.
Belladonna: (metric ton) Herb £460 spot. Leaves £800, cif. Root £750 spot nominal.
Benzoin: BP £63-£66.00 cwt; £58-£63.00, cif.
Buchu: Rounds £2.75 kg spot; £2.35, cif.
Camphor: Natural powder, £5.50 kg spot; £4.00, cif; synthetic £0.70, cif.
Cardamoms: (per lb cif) Alleppy greens No 1 £2; prime seeds £2.
Cascara: £1.05 kg spot; £1.00, cif.
Cherry bark: Spot £505 metric ton; £495, cif.
Chillies: Zanzibar £630 ton nominal; Uganda £550.
Cinnamon: (cif) Seychelles bark £340 ton, cif; Ceylon quills 4 O's £0.47 lb.

Cloves: (per ton, cif) Madagascar £2,550; Zanzibar £3,300.
Cochineal: Peruvian silver-grey £13.00 kg spot; Tenerife black £20.00-£21.50.
Colocynth pulp: Nominal.
Dandelion: Nominal.
Ergot: Portuguese-Spanish £1.50 kg spot; £1.40, cif. East European £1.60 spot.
Gentian: Root £1.95 kg spot; £1.90 kg, cif.
Ginger: (ton, cif) Cochin £480; Jamaican No. 3, £720; Sierra Leone not quoted; Nigerian split £490; peeled £640 (spot); £600, cif.
Jalap: Mexican basis 15 per cent £1.55 kg spot; £1.40, cif; whole tubers £1.70 spot.
Henbane: Niger £1.10 kg spot; £1.00, cif.
Honey: (per ton in 6-cwt drums, ex-warehouse) Australian light amber £430, medium £410; Canadian £590; Mexican £470.
Lobelia: European herb £920 metric ton spot; £880, cif. American coarse powder, £470.
Lycopodium: Indian £4.05 kg; £3.70, cif.
Lemon peel: £740 metric ton spot; £720, cif.
Liquorice root: Chinese £240 metric ton; £220, cif. Russian £250 nominal spot; £210, cif. (May-June). Block juice £1.50 kg. Spray-dried powder £1.45 kg spot.
Menthol: Brazilian £9.25 kg spot; £8.50 cif. Chinese £11.00; shipment £10.50, cif.
Nutmeg: (ton), East Indian 80's £1,450; bwp £940 spot; £930, cif; West Indian 80's £1,560, unassorted £1,510, cif; defectives £930.
Nux Vomica: £210 metric ton spot.
Pepper: (ton) Sarawak black £675 spot, £615, cif; white £910; £820, cif.
Pimento: (ton) Shipment \$(Jamaican) 2,500 fob.
Podophyllum: Root £420 metric ton, cif.
Ouillea: £1,500 metric ton spot; £1,280, cif.
Rhubarb: Chinese rounds 60% pinky £1.40 kg.
Saffron: Mancha superior £130 per kg.
Sarsaparilla: £1.25 kg spot.
Seeds: (metric ton, cif). Anise: China star £360 nominal. Caraway: Dutch £365. Celery: Indian £410, Chinese £360. Coriander: Moroccan £127, Chinese £125. Cumin: Indian £525, Chinese £525. Dill: Indian £190. Fennel: Indian £445, Chinese £350. Fenugreek: £130. Mustard: £320-£340 spot.
Senega: No spot; shipment £13.00 kg, cif.
Senna: Tinnevely pods hand-picked £0.50 kg; Alexandria £0.95.
Squill: Italian £1.70 kg.
Styrax: £2.40 kg spot; shipment £2.30, cif.
Tonquin beans: £1.25 spot; £1.20, cif.
Turmeric: Madras finger £235 ton, cif.
Valerian: Indian root £670 metric ton, spot.
Waxes: Bees', Dar-es-Salaam £1,325 metric ton, cif. Candelilla, £605 spot; £590, cif. Carnauba, fatty grey, £1,250 spot; £1,000, cif, prime yellow £1,750; £1,500, cif.
Witchhazel leaves: Spot £2.00 kg; £1.80, cif.

Essential and expressed oils

Almond: Drum lots £1.32 kg.
Amber: Rectified £0.45 spot.
Anise: £14.00 kg spot; £13.00, cif.
Bay: West Indian £10.50 kg.
Bergamot: From £16.00 kg as to grade.
Bois de rose: Shipment £5.00 kg, cif.
Buchu: English distilled £160-£250 kg as to source.
Cajuput: £5.00 kg on spot.
Cananga: Java £5.70 kg spot.
Caraway: Imported £16.50 kg; English £26.50.
Cardamom: English distilled £77.50 kg.
Cassia: Chinese £12.00 kg spot; £12.70, cif, nominal.
Camphor white: £1.20 kg spot; £0.80, cif.
Cedarwood: Chinese £0.95 kg spot; £0.95, cif.
Celery: English £35.00 kg.
Cinnamon: Ceylon leaf £2.35 kg spot; £1.90, cif.
Citronella: Ceylon £1.35 kg spot; £1.20, cif.
Clove: Madagascar leaf £1.80 kg spot; £1.60, cif. English distilled bud £24.00.
Coriander: £15.00 kg spot.
Cube: English distilled £16-£17.00 kg.
Dill: £16.80 kg.
Eucalyptus: Chinese £2.20 kg spot and £1.85 cif. 70-75%. Spanish/Portuguese £2.75, cif.
Fennel: Spanish sweet £15.00 kg spot.
Geranium: (kg) Bourbon £20.00 spot.
Ginger: English distilled £55.00 kg.
Lavender: French £14.00 kg spot.
Lavender spike: £13.50 kg spot.
Lemon: Sicilian best grades from £7.25 kg.
Lemongrass: £3.20 kg, spot; £3.00, cif.
Lime: West Indian from £7.00 kg spot.
Mandarin: £5.80 kg o and f.
Nutmeg: (per kg) English distilled from West Indian £23.50, from East Indian £17.50.
Olive: Spanish export licences suspended: Tunisian £1,000 metric ton, cif. Spot £1,100 landed, duty paid.
Palmarosa: No East Indian, Brazilian spot £7.00.
Patchouli: £4.50 kg spot and cif.
Pennyroyal: £7.00 kg spot, nominal.
Pepper: English distilled ex black £64 kg.
Peppermint: (kg) Arvensis Brazilian £3.60 spot; £3.35, cif. Chinese £4.50, cif. American piperata £16-£18.00 as to origin.
Petitgrain: Spot cleared; £3.60, cif.
Rosemary: £4.60 kg spot.
Sage: Spanish £10.50 kg spot and cif.
Sandalwood: Mysore £42.50 kg spot; £40.00, cif.
Sassafras: Chinese spot £1.65 kg; £1.60, cif. Brazilian £1.55; £1.50, cif.
Spearmint: Chinese £6.80 kg; American £8.50.
Thyme: Red 65/70% from £8.20.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

OXYGEN THERAPY EQUIPMENT

- individual repair service within 7 days
spares available from stock
- personalised service to group pharmacies
- collection and delivery within 40 miles radius

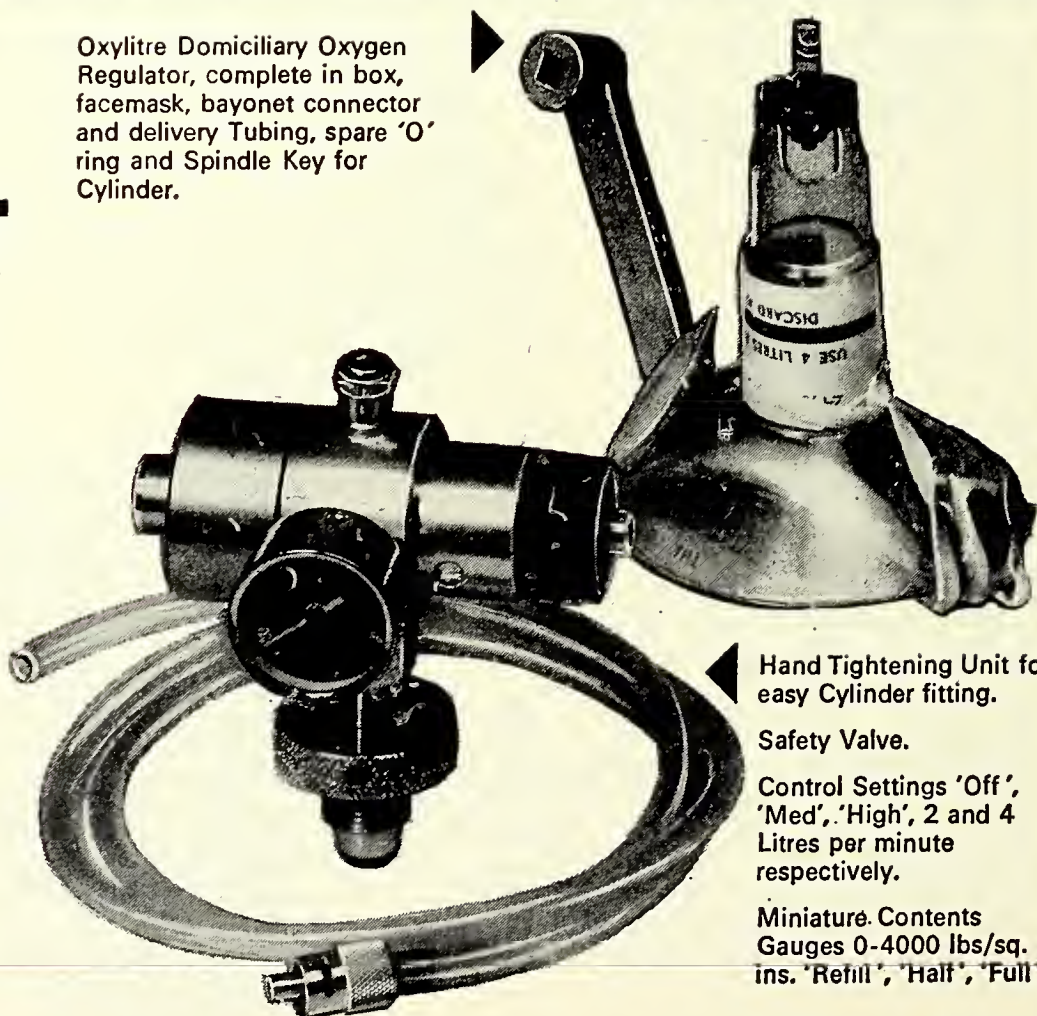
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Manchester M11 3FY
Telephone: 061-273 1351

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Edinburgh EH4 3BQ
Telephone: 031-225 4295

Oxylitre Domiciliary Oxygen Regulator, complete in box, facemask, bayonet connector and delivery Tubing, spare 'O' ring and Spindle Key for Cylinder.



Hand Tightening Unit for easy Cylinder fitting.

Safety Valve.

Control Settings 'Off', 'Med', 'High', 2 and 4 Litres per minute respectively.

Miniature Contents Gauges 0-4000 lbs/sq. ins. 'Refill', 'Half', 'Full'.

André Philippe



For the very best in Bubble Bath Gift Packs

PORTIA CHEMISTS' SUNDRIES



WATER SPRITE FACE CLOTHS

Showbox of 20 assorted
individually wrapped

Other SOLPORT products
include:—

Portia Holdalls & Sponge Bags
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BEVELLED TONGUE DEPRESSOR
in the world.

APPLICATORS ALSO AVAILABLE

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This high quality scraper immediately available
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Series Discounts 5% on 3 insertions or over. 10%
on 7 insertions or over. 15% on 13 insertions or over.

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Circulation ABC July/December 1974, 15,353.

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SECURIVISION

Require salesmen in the North
of England to join a highly pro-
fessional team. You've seen our
equipment in use and you can
sell it and earn in the region of
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Male Dispensing assistant required
for busy Pharmacy. Essex coast.
Salary and commission upwards
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ASK THE Trade Valuers Institute for
list of Members and be assured of
Competent Valuers. Prospective mem-
bers apply to T.V.I., 180 Main Rd.,
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Small, medium, large, ex-large
White and colours

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Plastic lined. White and colours

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Also Cotsheets, Plastic Bibs in
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Made In England

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ONE-SIZE TIGHTS from £1.40 doz.
plus VAT. Minimum order 3 doz.
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LEADING MANUFACTURER of in-
terior shopfittings offers special low
prices to retailers prepared to act
as showshops. The shops concerned
must be within 50 miles of London
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deposit HP available in suitable
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orders resulting from visits to your
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Road, London SE19 2ET. Tel. 01-653
5859.

WEST COUNTRY & LONDON, Shop-
fronts and interiors RAYMAN ENT'S,
"Higher Claw", Pennymore, TIVER-
TON. Tel: Cheriton Fitzpaine 317.

SHOPFRONTS and interior fittings
by Chemist Specialists. WARWICK
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Excellent rewards to Pharmacist with
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ity. Call Mr. Billiter 636 7094.

Classified Advertisements

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This representation is required by a well-established manufacturer of pharmaceuticals in the Republic of Ireland, who is in the course of introducing a completely unique children's medicine, which will be advertised nationally.

Replies to Greenkem Ltd., P.O. Box 66, Harrow, Middlesex HA2 6DJ
—giving full details of area covered—products carried, etc.

M & R NORTON LTD.

Toiletries and toilet soap manufacturers require two agents for:
LONDON

Covering department stores and chemists. Please telephone or write to:

Mr. Alex Struzyna,
Sales Manager (01-874 6087),
M & R Norton Ltd.,
155/157, Merton Road,
London, SW18 5EG.

Hospital appointments

REDBRIDGE/WALTHAM FOREST AREA HEALTH AUTHORITY

EAST RODING DISTRICT

KING GEORGE HOSPITAL,
Eastern Avenue, Ilford, Essex.
BARKING HOSPITAL, Upney
Lane, Barking, Essex.

PHARMACISTS required, full or part-time, for duties at either of the above hospitals. Both hospitals are in pleasant outer London Residential Areas and are both adjacent to Underground stations, with direct access to Central London. Salary scale £2,325-£2,994 plus £312 p.a. London Weighting and Threshold Agreement payments. Enquiries and applications to the District Pharmaceutical Officer, Barking Hospital, Upney Lane, Barking, Essex. Telephone 01-594 3898.

Wanted

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London W11. Tel: Park 3137-8.

VALET RAZOR BLADES. Wanted any quantity up to 500 unused blades. £1.50 per 100 o.n.o. plus postage. Ring 01-736 4452.

**Our address
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**Chemist & Druggist
25 New Street Square
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Tel: 01-353 3212

Services

PRODUCT MANUFACTURE—CAPSULE FILLING SERVICE

We are a small efficient pharmaceutical manufacturing company offering you a personal service. We can:

- ★ Encapsulate your own drug and export for you.
- ★ Offer you a complete finished product in capsule form.

We manufacture under strict quality control conditions.

We specialise in the design and manufacture of products in Sustained Release form and we can offer these as bulk pellets, ready for filling, or encapsulated.

Why not write, phone or telex us now.

PHARMACEUTICAL EXPORTS LTD., ATHLONE, IRELAND
Phone: Athlone 4586 Telex: 33118

Miscellaneous

CONTRACEPTIVES INTERNATIONAL

USA Black Cats (per gross)	5.25	Dutch "Fun" (per 120)	8.50
USA Tahiti Colours (per gross)	5.50	Swedish Stork (per box)	6.40
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